**Market research**

**Total Time: 10 min**

**Total marks: 20**

**Choose the best option:**

1. What is the first step in the marketing research process?

A Define the problem

B Experiment

C Conduct a survey

D Analyze results

1. Which of the following is an example of a primary data source:

A expense reports

B inventory reports

C sales reports

D survey

1. Carolyn is planning on releasing a new product in her candy business and makes a survey to collect data. She asks "ow often do you eat chocolate bars?"

What example of marketing research is this?

A qualitative research

B quantitative research

C product placing

D media research

1. Tyler walks into a Starbucks, and keeps track of how many caramel cinnamon lattes are being sold to gather data. What method is he using?

A Observation

B Product line

C Product Mix

D Survey

1. Andy is collecting data by sending a survey to his classmates about their opinion on new school policies. What type of research is this?

A media

B product

C attitude

D Sales

1. Which question isn't collecting qualitative data?

A describe the kind of toppings you like on your pizza?

B do you like chocolate or vanilla,-yes or no?

C how should you discipline a child?

D why should phones be banned during school?

1. Qualitative research answer questions that begin with...

A when or where

B how much or how many

C why or who

D how or why

1. Information already collected for another purpose that can be used to solve the current problem

A survey research

B product research

C secondary research

D primary research

1. Which of the following are major disadvantages associated with the collection of primary data?

A it is connected to your research objective

B it is time consuming

C it provides the most recent data

D it is typically expensive

1. What does product research help with?

A to get consumer opinion about your brand

B helps by identifying key issues and avoiding costly mistakes with a product

C to analyze past sales data

D to determine the impact an advertisement has

1. Which data is less expensive to obtain?

A Primary Data

B Secondary Data

1. Maddie is creating a survey to determine student's favorite place to shop. This type of research is:

A Product

B Secondary

C Sales

D Primary

1. A clothing store asks their customers to fill out a short survey after their purchase. What type of research is this?

A Comparison shopping

B Sales research

C Attitude research

D Trade publication

1. All of the following are advantages of a survey EXCEPT:

A easy to analyze

B data collected is always honest andreliable

C quick

D can collect data on large samples

1. Discovering new information is

A Secondary Research

B Marketing Research

C Primary Research

D Consumer Research

1. Which of the following would you expect to produce qualitative data?(select all that apply)

A survey

B interview

C Focus group

D questionnaire

1. An Internet search is an example of

A Primary research

B Quantitative research

C Secondary research

D Qualitative research

1. A focus group is an example of

A No research

B Qualitative research

C Quantitative research

D Secondary research

1. People that complete the survey are called \_\_\_\_\_\_\_\_.

A Survey-senders

B Respondents

C Sample

D Customers

1. A SWOT analysis stands for what?

A Shoes, Watches, Outerwear and Ties

B Sales, Water, Outer and Tents

C Strengths, Weaknesses, Opportunities and Threats