

Marketing Research MKT611
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What type of market research is a survey?

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- A. ? Secondary Research
- B. ? **Primary Research**
- C. ? Desk research

What is meant by desk research?

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- A. ? Doing field research
- B. ? **Doing secondary research**
- C. ? Doing primary research
- D. ? Research about different desk sizes

Which is an example of desk research?

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- A. ? Direct interviews
- B. ? **Downloading from the internet**
- C. ? Observation
- D. ? Focus group

What is meant by field research?

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- A. ? Researching different fields
- B. ? Carrying out desk research
- C. ? **Carrying out primary research**
- D. ? Carrying out secondary research

What is an example of field research?

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- A. ? Reading newspaper articles
- B. ? Reading published business reports
- C. ? Reading data from other businesses
- D. ? **Observation**

A disadvantage of carrying out field research is ?

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- A. ? That it can be expensive and time-consuming to collect
- B. ? That the information is usually unreliable
- C. ? That it is not timely
- D. ? That the researchers often cheat

An advantage of secondary research is ?

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- A. ? That it can be done at the desk, where it is warm
- B. ? That the information that can be collected is not always relevant
- C. ? That it is cheaper to carry out than primary research
- D. ? That it is usually out of date

When asking consumers about their socio-economic group, what might the interviewer ask about?

- A. ? Their family size
- B. ? Their gender
- C. ? Their income
- D. ? Their age

What is meant by a target market?

- A. ? The promotions which the firm chooses to increase the sales of the product
- B. ? The shops that sell the product
- C. ? The consumers for whom the product has been developed
- D. ? The producers who produce the product

What is meant by market segmentation?

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- A. ? Dividing markets into those for goods and those for services
- B. ? Dividing all producers into those that already offer the product, and those that don't
- C. ? Dividing consumers into different groups by their characteristics such as age and lifestyle
- D. ? Dividing products into different groups according to which consumers they were designed for

What is a sample?

- A. ? It is a group of people who are selected for not wanting to buy the product

- B. ? It is the population of the respondents
- C. ? It is a small selection of the population of the respondents
- D. ? It applies only to food testing

What is meant by a stratified sample?

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- A. ? A sample of respondents chosen completely at random from the population
- B. ? When a researcher selects each hundredth or thousandth person from a list until they reach the required sample size
- C. ? A sample of respondents that has been broken down into groups such as by age, gender or area
- D. ? A sample that exactly represents the proportions of the characteristics of the target market

What is meant by a random sample?

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- A. ? A sample of respondents chosen completely at random from the population
- B. ? A sample of respondents that has been broken down into non-overlapping groups such as age, gender or area
- C. ? A sample that exactly represents the proportions of the characteristics of the target market
- D. ? When a researcher selects each hundredth or thousandth person from a list until they reach the required sample size

Select the correct order in which to carry out market research activities.

- A. ?
 1. Determine what data is needed
 2. Gather the data
 3. Determine how to collect the data
 4. Analyse the data
 5. Make a recommendation based on the data
- B. ?
 1. Determine what data is needed
 2. Determine how to collect the data
 3. Gather the data
 4. Make a recommendation based on the data
 5. Analyse the data
- C. ?
 1. Gather the data
 2. Determine what data is needed
 3. Determine how to collect the data
 4. Analyse the data
 5. Make a recommendation based on the data
- D. ?
 1. Determine what data is needed
 2. Determine how to collect the data

3. Gather the data
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