

Hempstead High School

**MARKETING: Section 4**

## Lesson 5-4 Quiz A

**Due Date: November 30, 2024**

**Instructor: Merrill Kazanjian**

Name: \_\_\_\_\_

Score:  / 100

Question 1

/1

**1. What is the primary purpose of conducting a marketing survey?**

- To gather information through simulations
- To collect responses to a set of questions
- To test new product ideas
- To observe consumer behavior

Question 2

/1

**2. Which of the following is a limitation of using observation for collecting data?**

- It is less expensive than surveys
- It requires participant interaction
- It cannot be used with large groups
- It provides subjective information

Question 3

/1

**3. What type of question allows respondents to develop their own answers?**

- Rating scale questions
- Multiple-choice questions
- Open-ended questions
- Closed-ended questions

Name: \_\_\_\_\_

Question 4

/1

**In marketing research, what is a focus group?**

- A type of quantitative observation
- A small group discussion guided by a moderator
- An experiment conducted in test markets
- A large survey conducted online

Question 5

/1

**5. What is the main advantage of using closed-ended questions in surveys?**

- They help identify research problems
- They are easier to analyze
- They are more engaging for participants
- They allow for detailed responses

Question 6

/1

**6. How does observation differ from surveys in marketing research?**

- Surveys provide more accurate data
- Observation records actions without direct communication
- Surveys are less expensive than observations
- Observation involves participant interaction

Name: \_\_\_\_\_

Question 7

/1

**7. What is a key characteristic of a marketing experiment?**

- It is conducted entirely online
- It uses open-ended questions
- It controls all factors except one being studied
- It involves large groups of participants

Question 8

/1

**8. Which of the following is a reason marketing experiments are less commonly used?**

- They do not provide objective data
- They require less time to conduct
- They are difficult to control and organize
- They are less accurate than surveys

Question 9

/1

**9. What is the purpose of a test market in marketing research?**

- To observe consumer actions in natural settings
- To conduct experiments in specific geographic areas
- To analyze large volumes of survey data
- To simulate consumer behavior

Name: \_\_\_\_\_

Question 10

/1

**10. In which scenario might a simulation be used in marketing research?**

- Analyzing sales data from a test market
- Conducting a survey on consumer preferences
- Creating a controlled environment to study behavior
- Observing consumer behavior in a retail store

Question 11

/1

**11. Why is clarity important when writing survey questions?**

- To reduce the length of the survey
- To ensure questions are easily understood
- To make the survey appear more professional
- To encourage respondents to answer quickly

Question 12

/1

**12. What is the role of a moderator in a focus group?**

- To analyze the results of the survey
- To ensure participants are representative
- To guide the discussion using open-ended questions
- To collect quantitative data

Name: \_\_\_\_\_

Question 13

/1

**13. What is an example of an equipment-based observation method?**

- Test market analysis
- Focus group discussions
- Online surveys
- Eye-tracking photography

Question 14

/1

**14. What is a common feature of simulations in marketing research?**

- They use only closed-ended questions
- They replicate real-world conditions
- They are conducted over long periods
- They involve direct consumer interaction

Question 15

/1

15. What is a common reason to use open-ended survey questions?

- To simplify data analysis
- To collect specific, numerical data
- To encourage respondents to develop their own answers
- To limit respondents to predefined choices

Name: \_\_\_\_\_

Question 16

/1

16. Why are the results of observations generally considered more accurate than survey results?

- Observations allow participants to give detailed opinions.
- Observations record actions rather than relying on recall or predictions.
- Observations are quicker and less expensive to conduct.
- Observations involve large groups of participants.

Question 17

/1

17. What is the main benefit of using experiments compared with other methods of collecting primary data?

- Experiments focus primarily on qualitative data rather than quantitative data.
- Experiments allow for precise control of variables to determine specific effects.
- Experiments gather data from larger groups of people in less time.
- Experiments are less expensive to conduct than surveys.