

Hempstead High School

MARKETING: Section 4

Lesson 5-4 Quiz B

Due Date: November 30, 2024

Instructor: Merrill Kazanjian

Name: _____

Score: / 100

Question 1

/1

Who is credited with coining the term "focus group"?

- Paul Lazarsfeld
- Abraham Maslow
- Ernest Dichter
- Robert Merton

Question 2

/1

What is the Hawthorne effect?

- A statistical analysis method
- A type of survey
- A marketing strategy
- A phenomenon where people change behavior when observed

Question 3

/1

How has big data changed the landscape of marketing research?

- It has reduced the need for surveys
- It has decreased consumer privacy concerns
- It has made traditional methods obsolete
- It allows for more targeted advertising based on user data

Name: _____

Question 4

/1

Describe the purpose of marketing research surveys.

(USE THIS ANSWER ON YOUR WORKSHEET)

- To observe participants' behavior in natural settings
- To simulate market conditions and predict consumer behavior
- To test the effectiveness of new products in controlled environments
- To collect and analyze consumer opinions and preferences

Question 5

/1

What are the main reasons for and limitations of using observation as a method of collecting primary data?

(USE THIS ANSWER ON YOUR WORKSHEET)

- Reasons: Accuracy and objectivity; Limitations: Time and expense
- Reasons: Simplifies data collection; Limitations: Low reliability
- Reasons: Captures opinions; Limitations: Biased results
- Reasons: Wide participant coverage; Limitations: Requires less planning

Name: _____

Question 6

/1

Define various types of marketing research experiments. (Mentioned in chapter 5-4 of textbook)

- Observations, simulations, and case studies
- Observations, focus groups, and interviews
- Surveys, interviews, and focus groups
- Test markets, controlled experiments, and simulations