

## Chapter 13 – MR Practice Quiz

### The Research Report

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#### TRUE/FALSE

1. The basic purpose of the research report is to communicate the results, conclusions, and recommendations of the research project.  
ANS: T                      PTS: 1
2. The research methodology section of the report should include a *specific* discussion of the analysis process.  
ANS: F                      PTS: 1
3. The findings section of the report is normally the largest section of the report and should be organized in a logical way.  
ANS: T                      PTS: 1
4. The researcher's role is not to just present the facts, but to draw conclusions on the basis of the findings and to make recommendation on the basis of the conclusions.  
ANS: T                      PTS: 1
5. A graph is a method of presenting and arranging data that have been broken down by one or more systems of classification.  
ANS: F                      PTS: 1

#### MULTIPLE CHOICE

1. The research methodology section of the research report should include a brief description of
  - a. The primary means of data collection
  - b. The type of instrument used to collect the information
  - c. A specific discussion of the analysis process
  - d. A and B
  - e. A and CANS: D                      PTS: 1
2. A \_\_\_\_\_ is easily constructed and can be readily interpreted even by those not familiar with charts.
  - a. Bar chart
  - b. Pie chart
  - c. Analytical chart
  - d. Line chartANS: A                      PTS: 1

3. Some general advice for preparing the written report includes all except
- a. Make sure the report represents you and your work
  - b. Do not organize the report by the stages of the research
  - c. Do not write for your audience
  - d. Do not discuss exploratory reports using statistics

ANS: C                      PTS: 1

4. The basic purpose of the research and the specific objectives agreed upon in the research proposal should be included in which section of the research report?
- a. title page
  - b. introduction
  - c. methodology
  - d. appendix

ANS: B                      PTS: 1

5. A pie chart is
- a. easily constructed and can be readily interpreted even by those not familiar with charts.
  - b. useful in marketing studies especially when showing market share or market segments.
  - c. especially useful in showing trends in data and comparing trends for different products, customers, and market areas

ANS: B                      PTS: 1