

## Chapter 3 – MR Practice Quiz

### Secondary Data

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#### TRUE/FALSE

1. Secondary data alone are never sufficient to provide the background necessary to understand the problem situation.

ANS: F                      PTS: 1

2. Some of the advantages of secondary data are low cost, speed, availability, and flexibility.

ANS: T                      PTS: 1

3. To verify the quality of secondary data information, it may be necessary to know how the data were collected, what the sampling plan was, what data collection method was used, and what degree of nonresponse was experienced.

ANS: T                      PTS: 1

4. The National Purchase Diary Panel (NPD) measures consumer activity at the point of sale in retail stores.

ANS: F                      PTS: 1

5. Secondary data can serve as a check or standard for evaluating primary data since secondary data are older than primary data.

ANS: T                      PTS: 1

#### MULTIPLE CHOICE

1. The two major types of secondary data sources are
- a. internal data and data mines
  - b. internal data and external data
  - c. syndicated data and external data
  - d. Internet data and syndicated data

ANS: B                      PTS: 1

2. Data mining is
- a. the process by which companies extract consumer behavioral patterns from analyses of huge databases containing internally and externally generated data
  - b. a method for obtaining primary data
  - c. the process of applying psychographic data to geographic records of customers and potential customers
  - d. a method of identifying and direct marketing a firm's best customers

ANS: A                      PTS: 1

3. The syndicated data source that measures consumer activity at the point of sale is
- a. Arbitron Radio Market Reports
  - b. National Purchase Diary Panel (NPD)
  - c. National Purchase Diary Panel (NPD)
  - d. National Purchase Diary Panel (NPD)

b. Nielsen Retail Index

d. BehaviorScan

ANS: B

PTS: 1

4. Providing the background necessary to understand the problem situation is a common use for
- primary data
  - secondary data
  - exploratory data
  - explanatory data

ANS: B

PTS: 1

5. BehaviorScan is a syndicated data source that
- provides monthly purchase information from approximately 50 product categories through a panel of several thousand households
  - uses supermarket scanners to measure consumption behavior of a panel of consumers
  - provides information concerning radio listening habits
  - measures consumer activity at the point of sale

ANS: B

PTS: 1