

Chapter 5 – MR Practice Quiz

Research Design: Descriptive and Causal Research

TRUE/FALSE

1. Descriptive research is highly unstructured and flexible approach.
ANS: F PTS: 1
2. The primary objective of longitudinal research is to monitor behavior over time.
ANS: T PTS: 1
3. Each group of experimental units is used for comparing the impact of the treatment.
ANS: T PTS: 1
4. A quasi experiment is as effective as a true experiment design.
ANS: F PTS: 1
5. Ex post facto studies are those that try to discover a causal relationship without manipulation of the independent variable or control over respondent exposure to treatment conditions.
ANS: T PTS: 1

MULTIPLE CHOICE

1. Some of the major threats of internal validity are:
 - a. History, subject selection, and maturation
 - b. Maturation, testing, mortality
 - c. Subject selection, experimental settings, and instrumentation
 - d. All of the above
 - e. None of the aboveANS: B PTS: 1
2. The most widely accepted classification of design is:
 - a. Quasi-experiments, true experiments, and pre-experiments
 - b. True experiments, pre-experiments, quasi-experiments
 - c. Pre-experiments, true experiments, quasi-experiments
 - d. Pre-experiments, quasi-experiments, true experimentsANS: C PTS: 1
3. Hypotheses are tested via experimentation in which of the following research designs?
 - a. Exploratory
 - b. Descriptive
 - c. Causal

d. A, B and C

ANS: C PTS: 1

4. Field experiments are
- a. carried out in a natural setting
 - b. carried out in a laboratory
 - c. have a minimum of artificial elements
 - d. A and C
 - e. B and C

ANS: D PTS: 1

5. Advantages of controlled store test markets include all except
- a. competitors cannot read test results
 - b. faster to run
 - c. the number of test sites is usually fixed
 - d. less costly to operate than standard test markets

ANS: C PTS: 1