

Chapter 6 – MR Practice Quiz

Measurement

TRUE/FALSE

1. In marketing research, researchers measure a consumer's attitude, income, brand loyalty, etc., instead of measuring the consumer.

ANS: T PTS: 1

2. Constructs have tangible reality and are directly observable.

ANS: F PTS: 1

3. Most measures fall into one of three categories: states of being, states of mind, and behavior.

ANS: T PTS: 1

4. Ordinal scales goes a step further than the nominal scale to introduce a direction of difference.

ANS: T PTS: 1

5. The deficiencies of test-retest reliability measures can be overcome by using the alternative form method.

ANS: T PTS: 1

MULTIPLE CHOICE

1. The measurement process consists of the following ordered steps
- specify the construct domain, establish operational definition for constructs, determine the construct of interest, collect data, purify the measures, conduct validity test, and analyze research findings
 - establish operational definitions for construct, determine the construct of interest, specify the construct domain, purify the measures, collect data, conduct validity tests, and analyze data
 - determine the construct of interest, specify the construct domain, establish operational definitions for construct, collect data, purify the measures, conduct validity tests, and analyze research findings
 - determine the construct of interest, establish operational definitions for construct, specify construct domain, collect data, purify the measures, conduct validity tests, and analyze research findings

ANS: C PTS: 1

2. An example of a discrete variable would be
- the age of a respondent
 - the income of a respondent
 - the number of children in a household
 - a respondent's level of brand loyalty

ANS: C PTS: 1

3. An example of a continuous variable would be
- a. a respondent's gender
 - b. the number of televisions in a household
 - c. the number of children in a household
 - d. the income of a respondent

ANS: D PTS: 1

4. The most advanced level of measurement is the
- a. interval scale
 - b. nominal scale
 - c. ordinal scale
 - d. ratio scale

ANS: D PTS: 1

5. The measure of central tendency for an interval scale is the
- a. mean
 - b. median
 - c. mode

ANS: A PTS: 1