

Chapter 7 – MR Practice Quiz

Primary Data Collection

TRUE/FALSE

1. Age, income, and gender are examples of demographic and socioeconomic data.

ANS: T PTS: 1

2. The disadvantages of the communication method are also present with the observation method.

ANS: F PTS: 1

3. Focus groups may provide an early warning system of shifts in the market.

ANS: T PTS: 1

4. The advantage of a disguised observation is that the subject has no motivation to alter his or her behavior, which may occur with an undisguised observation.

ANS: T PTS: 1

5. Sources of primary data include the organization itself, the environment, and the distribution channel.

ANS: T PTS: 1

MULTIPLE CHOICE

1. _____ are a person's feelings, convictions, or beliefs about an object, idea, or individual.

- a. Attitudes
- b. Psychographics
- c. Motivations
- d. Lifestyle data

ANS: A PTS: 1

2. AIO stands for

- a. activities, interests, and opinions
- b. attitude, intentions, and opinions
- c. activities, intentions, and occupation
- d. attitudes, identification, and occupation

ANS: A PTS: 1

3. On a survey, asking individuals to indicate how important a coupon would be in the purchase of pizza would be an example of _____ data.

- a. attitude
- b. motivational
- c. behavior
- d. intention

ANS: B PTS: 1

4. The primary methods for collecting data are

- a. communication and observation
- b. closed and open-ended questions
- c. experimental and descriptive
- d. exploratory, descriptive, and causal

ANS: A PTS: 1

5. Advantages of personal interviews include all of the following situations except
- a. exhibits such as ads can be shown
 - b. flexibility and versatility
 - c. sampling can be done in a very representative way
 - d. no interview bias

ANS: D PTS: 1