

Chapter 8 – MR Practice Quiz

Designing the Data-Gathering Instrument

TRUE/FALSE

1. The quality of the information gathered is directly proportional to the quality of the instrument designed to collect the data.

ANS: T PTS: 1

2. Occupational jargon, cultural background, educational level, and regional differences have no impact on the effectiveness of a questionnaire.

ANS: F PTS: 1

3. Structured-undisguised questions are the most commonly used in research today.

ANS: T PTS: 1

4. The “don’t know” or “no opinion” response should always be available to respondents.

ANS: T PTS: 1

5. The quality of the information gathered is indirectly proportional to the quality of the instrument designed to collect the data.

ANS: F PTS: 1

MULTIPLE CHOICE

1. A good questionnaire should accomplish all of the following goals except
- contextualize the information collected
 - express the study objectives in question form
 - provide a surplus of questions to ensure all objectives are met
 - create harmony and rapport with the respondent

ANS: C PTS: 1

2. _____ questions are appropriate for in-depth interviews and focus group interviews.
- Structured-undisguised
 - Structured-disguised
 - Unstructured-undisguised
 - Unstructured-disguised

ANS: C PTS: 1

3. The first step in questionnaire design is to
- choose the method of administration that suits the information required and the sources of information
 - determine the specific information needed to achieve the research objectives
 - identify the sources of the required information

d. predetermine the coding

ANS: B PTS: 1

4. The basic types of questions that can be used in a questionnaire include all of the following except
- a. open-ended
 - b. nominal
 - c. dichotomous
 - d. scales

ANS: B PTS: 1

5. Qualification questions may include all of the following except
- a. feelings toward a brand
 - b. brand usage
 - c. age/sex categories
 - d. security issues

ANS: A PTS: 1