**Market research quiz**

1. **How much does Procter and Gamble spend a year on market research?**

5 million

5 billion

10 million

1. **Which of the following is an example of a market research objective?**

Competing with competitors.

Discovering the needs and wants of customers.

To make more profits than competitors.

1. **Market research can successfully?**

Test customer’s responses to new products and services.

Compete with competitors directly.

 Guarantee the success of a new product.

1. **Primary research is focused on gathering?**

Gathering secondary research data.

Gathering primary data such as questionnaires.

Analysing information that other companies have collected.

1. **Which two of the following are examples of primary research?**

Internet research

Questionnaires

Focus groups

Analysing industry magazines

Yellow pages

1. **It is expensive and time consuming to use questionnaires in primary research how can this be overcome?**

Using the internet sites such as survey monkey

Using cheaper methods of primary research

Using other companies’ questionnaires

1. **Why Is a focus group more effective than a questionnaire?**

Speaking to customers on a one to one basis.

Speaking to more customers than questionnaires.

Focus groups are not more effective.

1. **Secondary research is?**

 The use of previously collected information.

 The method of collecting data to analyse.

 Collecting data in the form of focus groups.

1. **Which two of the following are examples of secondary research?**

Industry magazines and questionnaires.

Questionnaires and focus groups.

Industry magazines and online research.

1. **Why is the use of the yellow pages in secondary research currently decreasing?**

Yellow pages are no longer available.

Online research is far more effective.

Yellow pages are unreliable.

1. **Who undertakes primary research?**

The company itself.

Other companies.

1. **Who undertakes secondary research?**

The company itself.

Other companies.

1. **What does quantitative research aim to gather?**

Gathering opinions on customers tastes and preferences.

Gather information based on facts that can be tested.

Gathering information on customer’s feelings.

1. **Quantitative research uses**

Closed questions that allows the collection of data.

Open questions allow the collection of opinions and feelings.

Any type of questioning.

1. **Quantitative research is based on facts and figures.**

True

False

1. **Qualitative research focuses on?**

 Seeking to gather opinions and views.

Seeking to gather facts and figures to research.

Seeking to gather facts only.

1. **Which of the following is an example of qualitative research?**

 How much do you usually spend at Starbucks?

 How often do you visit Starbucks?

 What do you enjoy about buying your coffee from Starbucks?

1. **What is the importance of quantitative research?**

Peoples true feeling can be gauged.

Facts and figures can be evaluated.

Both feelings and facts and figures can be evaluated.

1. **What methods are used to try and overcome bias in market research?**

Sampling methods.

Segmentation methods.

Random research methods.

1. **What is random sampling?**

Every member of the population is sampled.

Every member of the population has an equal chance of being interviewed.

1. **Quota sampling is?**

Segmented into a number of groups which share specific characteristics.

Segmenting into a number of random groups.

Not segmenting the market into any groups.

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