

# Marketing Research (5)

## question Bank

1. Marketing research is rightly describe as \_\_\_\_\_ of marketing.

*Mark only one oval.*

- structure
- principle
- foundation
- ethics

2. Consumerism is a voluntary association formed by \_\_\_\_\_.

*Mark only one oval.*

- companies to protect their rights
- competitors to fight against consumers (b)
- consumers to fight against companies
- consumers to protect consumer rights

3. Cost benefit analysis helps to decide \_\_\_\_\_ on research project.

*Mark only one oval.*

- expenditure on research work
- data collection, cost and time
- income
- loss

4. Ultimate objectives / goals are often termed as \_\_\_\_\_ objectives.

*Mark only one oval.*

- long term
- medium term
- short term
- operating

5. MIS stands for \_\_\_\_\_.

*Mark only one oval.*

- Marketing Intelligence System
- Market Information System
- Market Information Structure
- Manpower Information System

6. Marketing Intelligence System supplies information about developments in the \_\_\_\_\_ marketing environment.

*Mark only one oval.*

- internal
- external
- social
- international

7. Sensitivity Analysis Model is used to study \_\_\_\_\_.

*Mark only one oval.*

- when-if situation
- what-if situation
- why-if situation
- where-if situation

8. Design may be described as \_\_\_\_\_ to be laid down for starting and completing the work.

*Mark only one oval.*

- Map
- Procedure
- Product
- Plan

9. Descriptive research helps to describe the \_\_\_\_\_ or user of products.

*Mark only one oval.*

- Past situation
- Present situation
- Define the problem
- Future situation

10. Empirical hypothesis is based on \_\_\_\_\_.

*Mark only one oval.*

- Observation
- Experience
- Logic
- Observation and experience

11. Type I error in null hypothesis indicates \_\_\_\_\_.

*Mark only one oval.*

- rejection of a true null hypothesis
- rejection of a false null hypothesis
- acceptance of a true null hypothesis
- acceptance of a false null hypothesis

12. A questionnaire is an \_\_\_\_\_ method of conducting survey.

*Mark only one oval.*

- Indirect
- Indirect and Impersonal
- Impersonal
- Schedule

13. Multi-choice are \_\_\_\_\_.

*Mark only one oval.*

- Confusing
- Time consuming
- Biased
- Faster and effective

14. The process of extracting useful information from large data is known as \_\_\_\_\_.

*Mark only one oval.*

- Collection of data
- Data analysis
- Decision making
- Data mining

15. \_\_\_\_\_ is psycho analytical technique of interview.

*Mark only one oval.*

- Personal interview
- Unstructured interview
- Depth interview
- Focused Group interview

16. \_\_\_\_\_ supplies data on purchases and sales made by retailers.

*Mark only one oval.*

- Shop audit
- Consumer panel
- Dealer survey
- Consumer survey

17. \_\_\_\_\_ data is more accurate and reliable.

*Mark only one oval.*

- Secondary
- Published
- On web published
- Primary

18. \_\_\_\_\_ is a method of collecting secondary data.

*Mark only one oval.*

- Primary source
- Secondary source
- Primary data
- Secondary data

19. Systematic arrangement of collected data for effective processing is called as \_\_\_\_\_ of data.

*Mark only one oval.*

- Analysis
- Collection
- Interpretation
- Organisation

20. Interpretation is an \_\_\_\_\_ part of data analysis.

*Mark only one oval.*

- Independent
- Objective
- Integral
- Subjective

21. The range, the variance and standard deviation are measures of \_\_\_\_\_ .

*Mark only one oval.*

- Dispersion
- Correlation
- Ratios
- Times series analysis

22. The primary tables are used for \_\_\_\_\_ .

*Mark only one oval.*

- Tabulating data
- Interpretation of data
- Classification of data
- Coding of data

23. The contents of report are generally divided into \_\_\_\_\_ parts.

*Mark only one oval.*

- Two
- Three
- Four
- Five

24. Technical reports are generally used for \_\_\_\_\_ .

*Mark only one oval.*

- project implementation
- publication in newspaper
- assisting the executive
- publication in professional journals

25. \_\_\_\_\_ is divided into sections that represents the percentage of the total area of the circle associated with one variable.

*Mark only one oval.*

- Typography
- Histogram
- Pie-chart
- Bar chart

26. Marketing research is used to learn more about \_\_\_\_\_.

*Mark only one oval.*

- consumer
- consumer and market for decision making
- market
- marketing management

27. Marketing research is used to bridge information gap between \_\_\_\_\_.

*Mark only one oval.*

- producer and wholesaler
- producer and consumer
- wholesaler and retailers
- retailers and consumers

28. Immediate objectives are sub-parts of \_\_\_\_\_ of the firms.

*Mark only one oval.*

- Long term objectives
- Ultimate objectives
- Operating objectives
- Short term objectives

29. To be the brand leader may be termed as \_\_\_\_\_ objective of the firm.

*Mark only one oval.*

- Medium term
- Long term
- Ultimate
- Short term

30. Marketing research is also described as commercial intelligence similar to \_\_\_\_\_.

*Mark only one oval.*

- business intelligence
- military intelligence
- market intelligence
- marketing strategies



31. \_\_\_\_\_ is an essential process where statistical and other methods are applied to extract data.

*Mark only one oval.*

- Data warehousing
- Text mining
- Data mining
- Data selection

32. Marketing Decision Support System is a component of \_\_\_\_\_.

*Mark only one oval.*

- Marketing Research
- Consumer Research
- Marketing Information System
- Social Media Research

33. \_\_\_\_\_ is frequently used to generate hypothesis for testing purpose.

*Mark only one oval.*

- Consumer Panel
- Descriptive Research
- Exploratory Research
- Desk Research

34. A quantitative hypothesis about a population is called as \_\_\_\_\_.

*Mark only one oval.*

- Null hypothesis
- Complex hypothesis
- Alternative hypothesis
- Statistical hypothesis

35. Empirical hypothesis is based on \_\_\_\_\_.

*Mark only one oval.*

- Observation
- Observation and experience
- Experience
- Logic

36. Type II error in null hypothesis indicates \_\_\_\_\_.

*Mark only one oval.*

- retaining a false null hypothesis
- retaining a true null hypothesis
- rejecting a false null hypothesis
- rejecting a true null hypothesis

37. In open ended question the respondent is allowed to answer \_\_\_\_\_.

*Mark only one oval.*

- freely
- as per interviewer's direction
- in his own words and as he likes
- as per choice given

38. Questionnaire construction is more of \_\_\_\_\_ than science.

*Mark only one oval.*

- Commerce
- Arts
- Logic
- Statistical

39. The process of extracting useful information from large data is known as \_\_\_\_\_.

*Mark only one oval.*

- Data mining
- Data analysis
- Decision making
- Collection of data

40. The impact of price rise on demand can be studied with the help of \_\_\_\_\_ method.

*Mark only one oval.*

- Observation
- Experiment
- Interview
- Survey

41. Garbage analysis is a source of \_\_\_\_\_ data collection.

*Mark only one oval.*

- Continuous
- Adhoc
- Primary
- Secondary

42. Recording of the \_\_\_\_\_ interview can be done as proof.

*Mark only one oval.*

- Mail
- Telephonic
- Personal
- Group

43. \_\_\_\_\_ is a method of collecting secondary data.

*Mark only one oval.*

- Primary data
- Secondary data
- Primary source
- Secondary source

44. Relevancy of data implies data \_\_\_\_\_ to the problem.

*Mark only one oval.*

- valid
- related
- practical value
- usefl

45. Interpretation of data is more like \_\_\_\_\_ .

*Mark only one oval.*

- Mental exercise
- Mechanical work
- Routine work
- Special work

46. Averages is also called as \_\_\_\_\_ .

*Mark only one oval.*

- Mean
- Mode
- Median
- Measures of central tendency

47. Report for publication, report for executives are examples of \_\_\_\_ .

*Mark only one oval.*

- Written
- Other
- Technical
- Purpose

48. The contents of report are generally divided into \_\_\_\_ parts.

*Mark only one oval.*

- Three
- Four
- Two
- Five

49. Generally statement of objectives are written before \_\_\_\_\_ .

*Mark only one oval.*

- Methodology
- Preface
- List of tables
- Findings

50. \_\_\_\_ is referred as the list of books, articles, web, etc., used in the preparation of research report.

*Mark only one oval.*

- List of Tables
- Summary
- Bibliography
- Appendix

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