

TYBMM–Semester VI

Advertising and marketing research

Multiple choice questions

1. Research is

- a. Searching again and again
- b. Finding solution to any problem
- c. Working in a scientific way to search for truth of any problem
- d. None of the above

Answer: (C)

2. "Marketing research is a systematic problem analysis, model building and fact finding for the purpose of improved decision-making and control in the marketing of goods and services."

- a. Philip Kotler
- b. Paul Green
- c. Donald Tull
- d. American marketing association

Answer (a)

3. _____ need insight into the current market situation to get an idea what customers want.

- a. Research
- b. Product
- c. Marketers
- d. Consumer

Answer (b)

- 4.The essential qualities of a researcher are
- a. Spirit of free enquiry
 - b. Reliance on observation and evidence
 - c. Systematization or theorizing of knowledge
 - d. All the above....

Answer: (D)

- 5.These are the form of human needs take as shaped by culture & individual personality.
- a. Wants
 - b. Demands
 - c. Needs
 - d. Social Needs

Answer: d

- 6._____ have different properties and to these properties we assign numerical values.
- a. Dependent
 - b. Variable
 - c. Independent
 - d. None of the above

Answer (b)

- 7._____ data collection methods are much more structured than Qualitative data collection methods.
- a. Quantitative
 - b. Qualitative
 - c. Primary
 - d. Secondary

Answer (a)

8. After concept testing, a firm would engage in which stage for developing and marketing a new product?

- a. Marketing strategy development
- b. Business analysis
- c. Product development
- d. Test marketing

Answer: a

9. Which of the following is the first step in starting the research process?

- a. Searching sources of information to locate problem.
- b. Survey of related literature
- c. Identification of problem
- d. Searching for solutions to the problem

Answer: (C)

10. _____ is a proposition put for verification which may be right or wrong.

- a. Hypothesis
- b. Research
- c. Primary data
- d. Secondary data

Answer (a)

11. A research paper is a brief report of research work based on

- a. Primary Data only
- b. Secondary Data only
- c. Both Primary and Secondary Data
- d. None of the above

Answer: (C)

12. The essential qualities of a researcher are
- a. Spirit of free enquiry
 - b. Reliance on observation and evidence
 - c. Systematization or theorizing of knowledge
 - d. All the above

Answer: (D)

13. _____ hypothesis is denoted as "H₀".
- a. Alternative
 - b. Descriptive
 - c. Relationship
 - d. Null

Answer (d)

14. _____ could be non-directional or directional, positive or negative, causal or simply correlational.
- a. Descriptive
 - b. Relationship
 - c. Research
 - d. All of the above

Answer (b)

15. Who is the father of Modern Marketing?
- a. Peter Drucker
 - b. Philip Kotler
 - c. Lester Wunderman
 - d. Abraham Maslow

Answer: b

16. _____ can be concrete or abstract.

- a. Descriptions
- b. Observational
- c. Case study
- d. Survey

Answer (a)

17. _____ seeks to find cause and effect relationships between two or more variables.

- a. Primary research
- b. Exploratory research
- c. causal research
- d. Secondary research

Answer (c)

18. _____ reflects the characteristics of the population from which it is drawn.

- a. sample
- b. Design
- c. Research
- d. None of the above

Answer (a)

19. _____ sampling, the degree to which the sample differs from the population remains unknown.

- a. Probability
- b. Sampling
- c. Design
- d. Non probability

Answer (d)

20. _____ sampling is special non-probability method used when the desired sample characteristic is rare.

- a. Snowball
- b. Sequential
- c. Quota
- d. Judgment

Answer (a)

21. _____ sampling is the non probability equivalent of stratified sampling.

- a. Convenience
- b. Purposive
- c. Quota
- d. Snow

Answer (c)

22. The term marketing refers to:

- a. Advertising, Sales Promotion, Publicity and Public Relational activities
- b. A new product needs ideas, Developments, concepts and improvements.
- c. Sales Planning, Strategy and Implementation
- d. A philosophy that stresses customer value and satisfaction.

Answer: d

23. _____ variable (sometimes called a mediating variable) is a hypothetical variable used to explain causal links between other variables.

- a. Intervening
- b. Dependent
- c. Independent
- d. Moderating

Answer (a).

24. _____ form the basis for testing the hypothesis formulated in a study.

- a. Null
- b. Snow
- c. Data
- d. All of the above

Answer (c)

25. Today, marketing must be understood in a new sense that can be characterized as:

- a. "Get there first with the most."
- b. "Management of youth demand."
- c. "Satisfying customer needs."
- d. "Telling and selling."

Answer: (c)

26. Questionnaire is a :

- a. Research method
- b. Measurement technique
- c. Tool for data collection
- d. Data analysis technique

Answer: (C)

27. _____ sources are original sources from which the researcher directly collects data that have not been previously collected.

- a. Secondary
- b. Primary
- c. snow ball sampling
- d. None of the above

Answer (b)

28. _____ " sources consist of not only published records and reports, but also unpublished records.

- a. Secondary
- b. Primary
- c. snow ball sampling
- d. None of the above

Answer (a)

29. _____ involves gathering of data relating to the selected research by viewing and/or listening.

- a. Experimentation
- b. Observation
- c. Face to face
- d. Telephonic

Answer (b)

30. _____ is the only method, which can show the effect of an independent variable on dependent variable.

- a. Participants
- b. Non participants
- c. Experiment
- d. All of the above

Answer (c)

31. _____ is a recent research technique; but it has deep roots in history.

- a. Interview
- b. Simulation
- c. Sociometry
- d. Survey

Answer (b)

32. _____ may be used either as a main method or as a supplementary one in studies of person.

- a. Stimulation
- b. Survey
- c. Snow ball sampling
- d. Interviewing

Answer (d)

33. The basic characteristic of the _____ is successive collection of data on the same items from the same persons over a period of time.

- a. Preparation
- b. Panel method
- c. Group interview
- d. closing the interview

Answer (b)

34. _____ is another method of collecting primary data.

- a. Survey
- b. Panel
- c. Interview
- d. Face to face

Answer (a)

35. _____ is a commonly used and frequently abused tool for gathering a variety of data.

- a. Face to face
- b. Telephonic
- c. Case study
- d. Questionnaire

Answer (d)

36. _____ method focuses on one case, or perhaps a small number of related cases, from which the researcher seeks a lot of detailed information.

- a. Questionnaire
- b. Sociometry
- c. Case study
- d. All of the above

Answer (c)

37. _____ is essential for an advertising campaign to achieve maximum success.

- a. Experimental Research
- b. Out door media
- c. Advertising Research
- d. Marketing Research

Answer (c)

38. _____ is an attempt in identifying early on potentially successful products.

- a. Concept testing
- b. Copy research
- c. Screening test
- d. Pre market test

Answer (a)

39. _____ Tests present concepts to consumers for evaluation.

- a. Copy test
- b. On air test
- c. Off air test
- d. Pre-Market Concept

Answer (d)

40. _____ are particularly useful for getting the story behind a participant's experiences.

- a. Survey
- b. Questionnaires
- c. Interviews
- d. None of the above

Answer (c)

41. _____ plays the key role in conducting the focus group.

- a. Moderator
- b. Research scholar
- c. Guide
- d. None of the above

Answer (a)

42. _____ test is aided recall tests having history of seventy years.

- a. Recall
- b. Recognition
- c. Aided recall
- d. Unaided recall

Answer (b)

43. _____ is more demanding and difficult than recognition.

- a. False claiming
- b. Recognition
- c. Recall
- d. All of the above

Answer (c)

44. _____ puts the data in order from the highest to lowest, form the most to least.

- a. Nominal
- b. Ordinal
- c. Ratio
- d. interval

Answer (b)

45. _____ scale represents the lowest level of measurement.

- a. Nominal
- b. Ordinal
- c. Ratio
- d. interval

Answer (a)

46. _____ means drawing inferences from the collected facts after an analytical study.

- a. Marketing
- b. Research
- c. Data
- d. Interpretation

Answer (d)

47. _____ techniques on their own can't fully explain consumers' responses.

- a. Projective techniques
- b. Neuroscience
- c. Print pretesting
- d. None of the above

Answer (b)

48. Research is sometimes defined as the application of scientific method in the solution of marketing problems.

- a. Marketing
- b. Advertising
- c. Promotion
- d. Sales

Answer (a)

49. _____ research is a part of marketing research that yields information about desired characteristics of the product or service.

- a. Product
- b. Marketing
- c. Advertising
- d. Promotion

Answer (a)

50. _____ and branding are treated as two components of product research.

- a. Packaging
- b. Product
- c. Promotion
- d. All of the above

Answer (a)