



# SmartKeeda

The Question Bank

Presents

## TestZone

India's least priced Test Series platform

JOIN

### 12 Month Plan

2017-18 All Test Series

@ Just

# ₹ 399/-

300+ Full Length Tests

- Brilliant Test Analysis
- Excellent Content
- Unmatched Explanations

JOIN NOW

# Marketing Research Questions for IBPS Clerk and SBI Clerk

## Marketing Research Quiz 1

Direction: Study the following questions carefully and choose the right answer.

1. In respect of a pub chain seeking to learn more about trends in dining out, the following are all examples of \_\_\_\_\_; Financial Times industry sector surveys; other pub chains annual reports, and reports published by trade bodies representing the licensed pub trade.

A. tertiary data    B. market information system    C. primary data

D. secondary data

2. Which of the following indicators is most likely to be an effective predictor of UK demand for new commercial catering equipment in one year's time?

A. sterling exchange rate

B. household discretionary income

C. number of people attending professional catering equipment exhibitions

D. Gross Domestic Product

3. Factors that are crucial to the effectiveness of a company's marketing intelligence systems are listed below. Which factor is **INCORRECT**?

A. an accurate description of the company's information needs

B. xtensiveness of the search for intelligence

C. speed of communication

D. appointment of a full time marketing research manager

**4. 'Mystery Shopper' surveys can best be described as a form of:**

A. observational research    B. desk research    C. essentially quantitative research

D. attitudinal research

**5. Which of the following is NOT an element of a Marketing Information System?**

A. marketing research    B. decision support system

C. production monitoring system    D. internal research

**6. Which of the following statements concerning marketing research is INCORRECT:**

A. Secondary research can be organised in-house or via a research agency

B. Secondary research is done after primary research

C. Secondary research is quicker than primary research

D. Secondary research is cheaper than primary research

**7. 'Benchmarking' is a type of research which :**

A. A compares a company's performance with standards set by selected other organisations.

B. is based on qualitative feedback from customers who sit on consumer panels (or benches).

C. is based on quantitative feedback from customers who sit on consumer panels (or benches).

D. is essentially attitudinal in nature.

**8. Why are non-responses a particularly important problem for companies' questionnaire surveys?**

- A. It means that targets aren't reached
- B. It means that people hate the company/product so much that they aren't prepared to help it improve
- C. A company can not tell whether respondents have the same views as non-respondents, therefore the analysis may be biased
- D. It indicates customer disloyalty

**9. Participants are invited to join focus groups based on which criteria?**

- A. A statistically significant representation of the population being studied
- B. Availability when asked
- C. Prior training and education in the conduct of focus groups
- D. Ability to contribute to an understanding of an issue

**10. Which of the following statements concerning marketing research in INCORRECT :**

- A. Qualitative techniques generally provide a broad representation of the population's behaviour.
- B. Qualitative research may involve the use of interviews.
- C. Quantitative research need not necessarily involve the use of interview techniques.
- D. Quantitative research is generally more statistically reliable than qualitative research.

### Correct Answers:

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
D	C	D	A	C	A	A	A	D	A

### Explanations:

**1.**

All of these are examples of secondary data - the pub chain would be a secondary user of the information, which had been previously collected.

Hence, the option D is correct.

**2.**

The other factors may have an indirect effect on sales of equipment, but the most direct indicator of sales in one year's time will come from people attending professional catering exhibitions - these people are probably in the early stages of the buying process for new equipment.

Hence, the option C is correct.

**3.**

Good marketing research can take place without a marketing research manager. Many smaller companies (and larger ones) manage very well - some would say better - without confining marketing research just to a marketing research department.

Hence, the option D is correct.

**4.**

Mystery shoppers only observe behaviour. They do not try to understand the attitudes that underlie such behaviour. It is small scale primary research and the results do not generally lend themselves to quantitative analysis.

Hence, the option A is correct.

**5.**

A production monitoring system may form part of a broader management information system, and this may have relevance to marketing (e.g. in respect of future ability to fulfil orders). It is not, however, in itself generally considered to be a part of a firm's marketing information system.

Hence, the option C is correct.

**6.**

Secondary research is generally quicker and cheaper than primary research, so most research projects would begin by reviewing what secondary data is already available.

Hence, the option A is correct.

**7.**

Benchmarking is essentially about measuring your organisation's performance against some benchmark established by another similar organisation.

Hence, the option A is correct.

**8.**

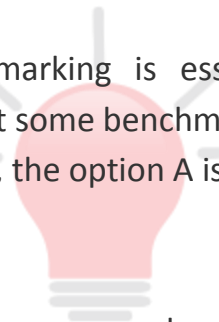
Most surveys only ask a small sample of the population that a researcher is interested in. So it is important that the sample is really representative of the whole population. There is a danger that people who do not respond to a survey may have significantly different attitudes to the phenomena being researched, compared to those who responded.

Hence, the option C is correct.

**9.**

Focus groups are essentially about gaining insight to an issue rather than statistical reliability. So the most important criterion for selection is an individual's ability to contribute towards that insight, for example by being a regular user of a product.

Hence, the option D is correct.



**Smartkeeda**

The Question Bank

**10.**

Qualitative techniques cannot hope to give a statistically reliable description of the population's characteristics. Qualitative approaches are particularly suited to gaining depth and insight.

Hence, the option A is correct.



**Smartkeeda**

The Question Bank



# SmartKeeda

The Question Bank

प्रस्तुत करते हैं

## TestZone

भारत की सबसे क्फायती टेस्ट सीरीज़

अभी  
जुड़ें

### 12 Month Plan

2017-18 All Test Series

@ Just

# ₹ 399/-

300+ फुल लेन्थ टेस्ट

- श्रेष्ठ विश्लेषण
- उत्कृष्ट विषय सामग्री
- बेजोड़ व्याख्या

अभी जुड़ें





**Smartkeeda**

The Question Bank