

MRA Practice Test Questions and Answers

1. What is market segmentation?

- A) Combining all customers into one group
- B) Focusing only on product features
- C) Dividing a market into distinct groups
- D) Reducing market size

2. What is meant by 'market share'?

- A) Company's total profit
- B) Revenue minus cost
- C) Sales volume relative to competitors
- D) Advertising budget

3. What is the goal of exploratory research?

- A) To test hypotheses
- B) To confirm predictions
- C) To explore new ideas and insights
- D) To finalize conclusions

4. Why is a pretest important in survey design?

- A) To avoid all types of errors
- B) To increase survey length
- C) To verify clarity and structure
- D) To reduce the number of questions

Answers: 1-C 2-C 3-C 4-C

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