

Market Research Practice Test Questions and Answers

1. Market research's role

- A) Allows answers to business questions to appear
- B) Should only be recognized as aid to managerial judgment and not a substitute for it
- C) It is an accurate form of evaluating a business decision
- D) Enables the business to make managerial judgment on issues faced

2. What is 'snowball sampling'?

- A) A method used in cold-weather geographic markets
- B) A technique where existing study subjects recruit future subjects from their networks
- C) A sampling method based on geographic clustering
- D) A method that randomly selects subjects in sequential waves

3. What does "desk research" mean?

- A) Doing secondary research
- B) Doing primary research
- C) Doing field research
- D) Research about different desk sizes

4. What is market research defined as?

- A) The system of finding the correct answers to our objectives
- B) Market Intelligence
- C) The systematic and objective process of generating information to aid in making marketing decisions
- D) All of the above

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

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