

25 Lecture - MGT211

Important Mcqs

1. **What is the primary goal of marketing research?**

- A) To increase sales
- B) To understand customer needs and preferences
- C) To create new products
- D) To reduce costs

Solution: B) To understand customer needs and preferences

2. **Which of the following is NOT a method of collecting primary data?**

- A) Surveys
- B) Interviews
- C) Social media analytics
- D) Observational research

Solution: C) Social media analytics

3. **Which of the following is a disadvantage of using secondary data in marketing research?**

- A) It is often more expensive than primary data
- B) It is usually more time-consuming to collect than primary data
- C) It may not be specific enough for the research needs
- D) It is biased and unreliable

Solution: C) It may not be specific enough for the research needs

4. **Which type of research involves collecting data from a sample of people through structured questions?**

- A) Exploratory research
- B) Descriptive research
- C) Experimental research
- D) Observational research

Solution: B) Descriptive research

5. **Which of the following is a common sampling method used in marketing research?**

- A) Random sampling
- B) Convenience sampling
- C) Quota sampling
- D) All of the above

Solution: D) All of the above

6. **Which of the following is an example of a closed-ended question in a survey?**

- A) How do you feel about our new product?
- B) Can you tell me more about your experience with our company?
- C) Do you prefer product A or product B?
- D) What factors influence your purchasing decisions?

Solution: C) Do you prefer product A or product B?

7. **Which of the following is NOT a step in the marketing research process?**

- A) Data analysis
- B) Formulating a research question
- C) Developing a marketing plan
- D) Reporting the findings

Solution: C) Developing a marketing plan

8. **What type of data analysis involves finding patterns and relationships between variables?**

- A) Descriptive analysis
- B) Inferential analysis
- C) Exploratory analysis
- D) Predictive analysis

Solution: A) Descriptive analysis

9. **What is the purpose of a focus group in marketing research?**

- A) To collect quantitative data
- B) To collect primary data
- C) To gain insights into customer attitudes and perceptions
- D) To observe customer behavior

Solution: C) To gain insights into customer attitudes and perceptions

10. **Which of the following is an example of a research objective?**

- A) To increase sales by 20% in the next quarter
- B) To understand why customers prefer our competitor's products
- C) To develop a new advertising campaign
- D) To launch a new product line

Solution: B) To understand why customers prefer our competitor's products