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 guarter
- 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