12 Lecture - MGT301

Important Mcqs

- 1. What is the first step in the marketing research process?
 - a) Data collection
 - b) Analysis of findings
 - c) Defining the problem
 - d) Reporting the findings

Answer: c) Defining the problem

- 2. What is the purpose of designing a research plan?
 - a) To collect data
 - b) To analyze data
 - c) To report findings
 - d) To ensure that the research objectives are met

Answer: d) To ensure that the research objectives are met

- 3. Which of the following is an example of secondary data?
 - a) Customer surveys
 - b) Focus groups
 - c) Sales reports
 - d) In-depth interviews

Answer: c) Sales reports

- 4. What is the most common type of research design used in marketing research?
 - a) Experimental design
 - b) Descriptive design
 - c) Observational design
 - d) Explanatory design

Answer: b) Descriptive design

- 5. Which of the following is an example of qualitative research?
 - a) Surveys
 - b) Experiments
 - c) Focus groups
 - d) Observational studies

Answer: c) Focus groups

- 6. Which of the following is an example of a primary data collection method?
 - a) Published reports
 - b) Census data

- c) Social media analysis
- d) Surveys

Answer: d) Surveys

7. What is the purpose of analyzing and interpreting data?

- a) To collect data
- b) To ensure the accuracy of data
- c) To identify patterns and relationships
- d) To report the findings

Answer: c) To identify patterns and relationships

8. What is the final step in the marketing research process?

- a) Defining the problem
- b) Designing the research plan
- c) Collecting data
- d) Reporting the findings

Answer: d) Reporting the findings

9. What is the primary advantage of online surveys?

- a) High response rates
- b) Low cost
- c) Personalized responses
- d) Detailed qualitative data

Answer: b) Low cost

10. Which of the following is an example of a sampling error?

- a) Bias in selecting respondents
- b) Technical errors in data collection
- c) Inaccurate data processing
- d) Inadequate sample size

Answer: d) Inadequate sample size