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