

# 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