13 Lecture - MGT301

Important Mcqs

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

Answer: c) Defining the problem

- 2. What is the purpose of the research plan in the marketing research process?
 - a) To collect data
 - b) To analyze data
 - c) To define the problem
 - d) To design the research methodology

Answer: d) To design the research methodology

- 3. What are the two types of data used in marketing research?
 - a) Primary data and secondary data
 - b) Quantitative data and qualitative data
 - c) Census data and survey data
 - d) Demographic data and psychographic data

Answer: a) Primary data and secondary data

- 4. What is the difference between primary and secondary data?
 - a) Primary data is collected specifically for the research, while secondary data is already available.
 - b) Primary data is numerical, while secondary data is non-numerical.
 - c) Primary data is qualitative, while secondary data is quantitative.
 - d) Primary data is collected from focus groups, while secondary data is collected through surveys.

Answer: a) Primary data is collected specifically for the research, while secondary data is already available.

- 5. What is a research design?
 - a) A budget for the marketing research project
 - b) A plan for collecting data
 - c) A report of the findings
 - d) An analysis of the data collected

Answer: b) A plan for collecting data

6. What is the purpose of data analysis in marketing research?

- a) To define the problem
- b) To design the research methodology
- c) To collect data
- d) To identify patterns and relationships in the data

Answer: d) To identify patterns and relationships in the data

7. What is a sampling error?

- a) The error in data analysis
- b) The error in data collection
- c) The error in the research design
- d) The error in the sampling method

Answer: b) The error in data collection

8. What is the purpose of a marketing research report?

- a) To define the problem
- b) To design the research methodology
- c) To collect data
- d) To present the findings and recommendations

Answer: d) To present the findings and recommendations

9. Why are ethical considerations important in marketing research?

- a) To ensure that the research is completed on time
- b) To ensure that the research is cost-effective
- c) To ensure that participants are treated with respect and that the data collected is accurate and reliable
- d) To ensure that the research methodology is appropriate

Answer: c) To ensure that participants are treated with respect and that the data collected is accurate and reliable

10. What can businesses use the results of marketing research for?

- a) To evaluate the competition
- b) To identify target markets
- c) To develop effective marketing strategies
- d) All of the above

Answer: d) All of the above