

# 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**