

SKM's J. M. Patel College of Commerce
SAMPLE MCQs - MARKETING RESEARCH - SEMESTER V OCTOBER 2020

Sr. No	Questions	Options
1	Marketing Research uses _____ methods	simple scientific straight academic
2	Consumer behaviour is _____.	clear sensible unpredictable practical
3	Marketing Information System works on the principle of _____.	Continuous data collection adhoc data collection data bank bank details
4	_____ is the main source of hypothesis	Profit Loss Sales Theory
5	Garbage Analysis is one of the methods of _____.	observation experimentation survey cleaning
6	Observation method is _____ activity	physical and mental selective and purposeful scientific and systematic waste of time
7	Qualitative research is _____ research	causal descriptive exploratory secondary
8	Analysis of data is done _____ tabulation of data.	before during after never
9	Interpretation is an _____ part of data analysis.	independent objective integral subjective

10	Marketing Research provides _____ to marketing problems.	solutions suggestions questions resolutions
11	known as _____	data mining data removing data cleaning decision making
12	_____	Double sampling Duplication Oversampling Biased Sampling
13	Are you a diabetic? Is a _____ type of question	loaded dichotomous filtered double barrelled
14	are _____ research	descriptive exploratory causal simple
15	respondents on continuous basis	panel survey experimentation observation
16	A telephone book can be used as a sample_____.	Method Frame error Guide
17	Exploratory Research is very often the _____ step in research process.	Last First Third Fifth
18	The study which establishes why and how of a phenomenon are _____ research	Descriptive Causal Common Standard
18	Researchers sometimes refer to pilot study as _____	New Study Pre-test Post -Test

		No test
19	_____ sources are available within the company.	External Internal Census Report Government Publications
20	Secondary data is _____ data.	Published Original First Hand Fresh
21	In _____ method, data is collected by asking questions to respondents.	Observation Experimentation Survey Published Data
22	The table with only one variable is known as _____ tabulation.	simple cross multi semi cross
23	_____ means to divide the data into a homogenous group.	Coding Classification Tabulation Editing
24	_____ classification involves classification of the data based on the time of occurrence.	Quantitative Qualitative Chronological Geographical
25	SPSS is an acronym for _____.	Statistical Purpose for social sciences Statistical Package for Social Sciences Statistical Package for Simple Solutions Simple Package for Simple Solutions
26	Bibliography means _____ .	Foot Notes Quotations List of Books Referred Biography
27	_____ gives meaning to the data	Coding Interpretation Editing

		Gathering
28	A Blue print of Research work is called _____.	Research problem Research Design Reserch Tools Research Methods
29	Use of statistical tools have made research _____	easier difficult ambiguous meaningless
30	The first step in datat processing is _____	Classification Coding Editing Tabulation
31	_____ is referred as, the list of books, articles, web etc. used in the preparation of research Report.	List of tables Summary Bibliography Appendix
32	_____ tabulation is more flexible by nature.	Hand Machine Hand & Machine Electonic
33	Conducting marketing research is _____.	Costly Inexpensive Reasonable Low-priced
35	_____ has responsibility for design, implementation, and management for research projects.	Analyst Senior Analyst Statistician Director
36	Footnotes explaining the source of data are to be presented _____ of the table.	at the side at the bottom above the caption at the left
37	_____ is a non-probability sampling method.	Cluster Sampling Stratified sampling Quota sampling Random Sampling
38	The Marketing Research Code of Ethics is provided by _____.	AMA CASRO

		ICC/ESOMAR CGSI
39	Marketing Intelligence provides marketing managers their day-to-day information pertaining to _____ environment.	internal external social demographic
40	_____ are one of the major stakeholders because without their involvement in the research is not possible.	Clients Respondents Government Consumers
41	Development of an approach to the problem includes formulating an _____.	Hypothesis Objective Research Design Plan
42	_____ is not a graphic representation in research report.	Pie Chart Table Bar Chart Histogram
43	_____ are predetermined in structures interview	Questions Answers Questions & Answers Solutions
44	Survey Monkey is an example of _____	Mail Survey Online Survey Observation Panel
45	Marketing Decision Support System is a component of _____	Marketing Research Consumer Research Marketing Information System Social Media Research

