



✓ **Congratulations! You passed!**

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1. Which of the following describes primary research?

- ☐ Primary research is the core of every market research effort
- ☐ A research process that addresses the primary objective but may be conducted as secondary research
- ☐ Re-purposing previous internal research data from your client's company
- ☒ Research that never existed before, but is specific to the issue or problem

Correct

Primary research is a powerful part of the market research process. It is also action-oriented and adaptable.



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2. Which of the following terms best describes working with a population subset, where each member has an equal chance in selection?

- ☒ Random sample
- ☐ Quota sample

Correct

A random sample is the preferred sampling type of researchers, although given the situation and constraints may not necessarily be what is best given the business problem.



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3. Which of the following is more standard among market researchers when surveying their populations using a random sample?

- ☒ A margin of error of plus or minus 5% at 95% confidence
- ☐ A margin of error of plus or minus 10% at 90% confidence

Correct

The scientific community typically recognizes plus or minus 5% at 95% confidence. For a large population survey, this might mean a sample size of about 377 to 400 participants.



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4. Which of the following is correct in determining factors in your choice of sampling methods?

- ☐ The sampling method and sample size your firm is best at using
- ☒ The sampling method that will yield an acceptable level of accuracy given your constraints

Correct

The researcher needs to examine the margin of error that he or she is willing to accept and what the risks of incorrect decision might when selecting a sampling method and sample size



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5. Which of the following statements is correct regarding observational research?

- ☒ Observational research includes watching people in an environment, with or without stimuli, to study behavior

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Correct

Observational research is the recording and interpretation of people in an environment who are not actively engaged by researchers, who might otherwise influence the results. Stimuli can be introduced but interacting with participants is not encouraged.

- ☐ Secret shopping or "Mystery Shopper," where a researcher engages others and interjects stimuli, would be considered an observational research tool



6. What is the most common form of survey research today?

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- ☐ Direct Mail surveys
- ☐ Intercept surveys
- ☐ Telephone surveys
- ☒ Internet or electronic surveys (through emails or panels)

Correct

The growth of the Internet and advancement of online survey design tools, such as SurveyMonkey and Qualtrics, has fueled growth of Internet or electronic surveys. In addition, the percentage of the U.S. population on the Internet has made survey research much more stable over the past few years. Certain countries such as Canada and the U.K. also have strong numbers of its citizens online.



7. Which of the following statements best describes survey design?

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- ☐ Writing a survey is an art that engages the participant to willfully participate.
- ☒ Designing a survey to best communicate with a specific audience is both an art and a science.

Correct

Survey design is important to actively engage a subject in your research while minimizing bias and burden (through long surveys or poorly written questions).



8. When designing a survey, which of the following statements is best?

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- ☐ Compound questions helps reduce the number of questions from two to one
- ☐ Using acronyms and jargon helps connect the research and survey participant through a common language
- ☒ The use of active voice and positive (as opposed to negative or double negative) question construction are good guidelines to follow.

Correct

Question and survey design should be done at the lowest common denominator. It is important for questions to simple and easy to understand and be worded in manner that is not awkward for the respondent.



9. Which of the following is a primary research tool?

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- ☐ Competitive analysis
- ☒ Focus groups

Correct

Focus groups are a popular tool for market researchers, when you need primary research, especially those in advertising, marketing and new product development.

- ☐ Search engine optimization
- ☐ Social media screen capturing



10. Which of the following describes a net promoter score analysis?

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An effective analysis that is typically nested with in the execution of a survey eliciting customer satisfaction.

Correct

Net promoter analyses are built into surveys and involves a series of question to help organizations understand the power of their brands and the future potential of purchase.



Is a popular tool among the focus group research community to measure media and viewership ratings

