



✓ **Congratulations! You passed!**

Next Item



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point

1. Suppose you are doing desk research and you want to check to be sure of the credibility of what you find; which of the following should you do? (Select all that apply.)



Verify the original source

Correct

You must look at the original source, because a person could be extrapolating from a source, or making judgments from that.



Look for convergence of multiple reliable people referencing the same source (but still check the original source)

Correct

Many reputable sources agreeing lends some weight, but always check original source too.



Be on the alert for biased motivations, like a "research report" designed to sell their own product

Correct

It could be Joe's House of Mugs, if they're saying mug sales are going to be sky rocketing in 2018, because of the ceramic industry, and the cost of materials may be lower, you should rightly question their objectivity.



Trust a secondary source if you get the impression that source usually has good information

Un-selected is correct



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2. Which of the following are common sources for reliable or accepted secondary research? (Select all that apply)



Pew Research Foundation Surveys

Correct

This was one of the specific sources mentioned in the lesson as a common and currently acceptable source for secondary research. This represents a research organization with an excellent reputation.



Bureau of Labor Statistics

Correct

This was one of the specific sources mentioned in the lesson as a common and currently acceptable source for secondary research.



Blogs

Un-selected is correct



US Census Data

Correct

This was one of the specific sources mentioned in the lesson as a common and currently acceptable source for secondary research.

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3. Suppose you are starting cold with a new client doing market research on a topic unfamiliar to you. Which of the following are good starting points for your research? (Select all that apply)

☐ Use a market research plan that worked for a previous client in a similar field

This should not be selected

Please review this material in the video, *Starting Cold with Secondary and Internal Research*

☒ Ask the client for any internal research they already have

Correct

This would include things like their budget, previous market research, complaints and churn reports.

☒ Ask the client questions

Correct

You can learn a great deal by just asking the client to explain what they already know about their market. When you're starting cold, this is a great place to start.



4. Which of the following statements describes the value of secondary research?

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☐ Time frame of the information does not matter since the data stays relevant

☒ Secondary research may help understand situation, or history or process

Correct

There are pros and cons to using secondary research and as a result definitive actions are rare upon its review.



5. Which of the following best describes desk research?

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☒ A combination of secondary and internal research which can usually be done easily and quickly, often from one's desk

Correct

Desk researcher is often a term coined for secondary research. However, secondary research, depending on the user's definition, may not capture company information.

☐ Research that can be conducted on a desktop computer



6. Which of the best describes the function of secondary research?

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☒ Can help shape or direct a choice of methodologies

Correct

Good secondary research can help the user become more informed and make better research decisions.

☐ Can often be compelling enough to answer the business problem



7. Why would a research group use paid sources for secondary research?

1 / 1 point

☐ Paid sources should only be used for primary research.

☒ To get at a better quality or more meaningful and relevant secondary research

Correct

Not all secondary research is free.



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8. Which of the following depicts the level of performance I recommend to be a top-notch market research professional?

- ☐ You can collect data, analyze data and tell the client what's going on and successfully complete the satisfaction survey, or other specific market research task they direct you to provide and interpret the data as well.
- ☐ You can collect data, analyze data and tell the client what's going on and successfully complete the satisfaction survey, or other specific market research task they direct you to provide.
- ☒ You collect, analyze and interpret the data, report what's going on, and then go on to extrapolate, draw conclusions to make recommendations for your clients.

Correct

This is Level Three and is built on other information that you've gathered in the process, and your expertise, and from secondary sources. You go above and beyond Level One and Level Two.



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9. Which is the better reason for doing secondary research?

- ☒ To expand one's vision beyond the identified business problem
- ☐ To get a better understanding of your potential client so you can anticipate his or her moves.

Correct

Understanding your client is important in the early negotiation and relationship management stage, but tackling the problem is more important.



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10. If you had to choose between these two, which would be the better choice of secondary research?

- ☐ The blog of a visionary, industry expert or major world leader
- ☒ The Bureau of Labor Statistics

Correct

Regardless of the authority of the person, data and facts count. You can take their opinion and consider it, but what matters most information supports a research design or data interpretation.