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| 1. Which of the following is an example of the communication method of obtaining data?   |  |  |  | | --- | --- | --- | |  | a. | The researcher classifies people into social class strata by personally rating the furniture in their homes via on-site visits. | |  | b. | A researcher infers people's reactions to a product display by noting how long they stand in front of it. | |  | c. | A researcher assesses the popularity of various museum exhibits by noting tile wear in front of each exhibit. | |  | d. | A researcher measures consumer attitudes by means of subjects' responses to a questionnaire. | |  | e. | A researcher notes the gender and race of each person making a purchase during a special sale. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | Measuring consumer attitudes by means of a questionnaire is an example of the communication method. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 5:22 AM | | *DATE MODIFIED:* | 7/27/2017 5:24 AM | |

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| 2. Which of the following is NOT an advantage of the communication method in comparison to the observation method of data collection?   |  |  |  | | --- | --- | --- | |  | a. | Accuracy | |  | b. | Cost | |  | c. | Speed | |  | d. | Versatility | |  | e. | They are all advantages of the communication method |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | All of these are advantages of the communication method except accuracy. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.02 - State the specific advantages of each method of data collection. | | *DATE CREATED:* | 7/27/2017 5:24 AM | | *DATE MODIFIED:* | 7/27/2017 5:26 AM | |

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| 3. Which of the following is NOT an example of data collected by communication?   |  |  |  | | --- | --- | --- | |  | a. | Supermarket scanner data | |  | b. | Telephone interview data | |  | c. | Confidential survey questionnaire data | |  | d. | National Purchase Diary data | |  | e. | Omnibus panel data |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | Supermarket scanner data does not represent data collected by communication. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 5:27 AM | | *DATE MODIFIED:* | 7/27/2017 5:28 AM | |

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| 4. Which of the following is an example of the observation method of collecting primary data?   |  |  |  | | --- | --- | --- | |  | a. | Administering a questionnaire to shoppers in a supermarket | |  | b. | Recording the amount of time a shopper stops in front of a point-of-purchase display | |  | c. | Asking shoppers which brand they noticed first in a shelf display | |  | d. | Conducting a telephone survey to determine which brands of detergent are purchased by mothers with young children | |  | e. | Using a tape recorder to gather shopper impressions of a new store layout design |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Recording the amount of time a shopper stops in front of a point-of-purchase display is an example of the observation method. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 5:29 AM | | *DATE MODIFIED:* | 7/27/2017 5:30 AM | |

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| 5. Which of the following is an advantage of the observational method over the communication method of gathering primary data?   |  |  |  | | --- | --- | --- | |  | a. | Versatility | |  | b. | Speed | |  | c. | Cost savings | |  | d. | Objectivity | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | Objectivity is an advantage of the observational method. See 10-1: Observation research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.02 - State the specific advantages of each method of data collection. | | *DATE CREATED:* | 7/27/2017 5:31 AM | | *DATE MODIFIED:* | 7/27/2017 5:32 AM | |

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| 6. Which of the following types of primary data can be measured by observation?   |  |  |  | | --- | --- | --- | |  | a. | Attitudes and opinions | |  | b. | Motivations and present behaviour | |  | c. | Gender and current behaviour | |  | d. | Social class and gender | |  | e. | Motivations and intentions |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Gender and current behavior can be measured by observation. See 10-1 Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 5:33 AM | | *DATE MODIFIED:* | 7/27/2017 5:35 AM | |

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| 7. The ability of a data collection technique to provide many types of primary data is known as   |  |  |  | | --- | --- | --- | |  | a. | breadth of scope. | |  | b. | cost efficiency. | |  | c. | communicability. | |  | d. | versatility. | |  | e. | objectivity. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | This ability is known as versatility. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 5:35 AM | | *DATE MODIFIED:* | 7/27/2017 5:37 AM | |

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| 8. Observational data have the advantage over communication data in which of the following categories?   |  |  |  | | --- | --- | --- | |  | a. | Objectivity, cost, and speed | |  | b. | Objectivity and accuracy | |  | c. | Objectivity and speed | |  | d. | Speed and versatility | |  | e. | Cost and versatility |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Objectivity and accuracy are the advantages of observational data over communication data. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.02 - State the specific advantages of each method of data collection. | | *DATE CREATED:* | 7/27/2017 5:37 AM | | *DATE MODIFIED:* | 7/27/2017 5:39 AM | |

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| 9. Which of the following are limitations of the observation method of collecting data?   |  |  |  | | --- | --- | --- | |  | a. | The willingness of a respondent to provide data | |  | b. | The memory of a respondent to accurately report data | |  | c. | The honesty of a respondent when providing data | |  | d. | All of these are limitations of the observation method of collecting data. | |  | e. | None of these are limitations of the observation method of collecting data. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | None of these are limitations of the observation method. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.02 - State the specific advantages of each method of data collection. | | *DATE CREATED:* | 7/27/2017 5:39 AM | | *DATE MODIFIED:* | 7/27/2017 5:41 AM | |

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| 10. Which of the following is NOT an advantage of the communication method in comparison to the observation method of data collection?   |  |  |  | | --- | --- | --- | |  | a. | Accuracy | |  | b. | Cost | |  | c. | Speed | |  | d. | Versatility | |  | e. | Ease of data collection |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | Accuracy is not an advantage of the communication method over the observation method. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.02 - State the specific advantages of each method of data collection. | | *DATE CREATED:* | 7/27/2017 5:41 AM | | *DATE MODIFIED:* | 7/27/2017 5:43 AM | |

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| 11. Which of the following is NOT an observation method of collecting data?   |  |  |  | | --- | --- | --- | |  | a. | Mystery shopping | |  | b. | Using hidden cameras to study how shoppers select products | |  | c. | Standing next to a store display to understand how shopper select products | |  | d. | Analyzing scanner data from a store | |  | e. | Surveying shoppers to learn about product selection |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these are examples of the observation method except surveying shoppers to learn about product selection. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 5:44 AM | | *DATE MODIFIED:* | 7/27/2017 5:47 AM | |

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| 12. The observation method   |  |  |  | | --- | --- | --- | |  | a. | cannot measure all consumer characteristics precisely but can give very good estimates for awareness, intentions, motivations, and past behavior. | |  | b. | is limited in that only behaviors can be observed. | |  | c. | is considered to be more objective than the communication method. | |  | d. | is a faster means of data collection than the communication method because a detailed questionnaire does not have to be prepared, and observers can quickly record many observations. | |  | e. | requires development of sophisticated procedures to be effective. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | The observation method is considered to be more objective than the communication method. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 5:47 AM | | *DATE MODIFIED:* | 7/27/2017 5:49 AM | |

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| 13. The decision to use observation methods of data collection requires that the researcher specify   |  |  |  | | --- | --- | --- | |  | a. | who is to be observed. | |  | b. | what aspects of the behavior should be reported. | |  | c. | when the observation is to be made. | |  | d. | where the observation is to be made. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these are specifications that the research needs to make prior to using the observation method. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.03 - List the important considerations in the use of observational methods of data collection. | | *DATE CREATED:* | 7/27/2017 5:50 AM | | *DATE MODIFIED:* | 7/27/2017 5:52 AM | |

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| 14. A researcher needs to determine how many boxes of a particular brand of cereal were sold in a given region in a typical week. Which of the following is probably the best method?   |  |  |  | | --- | --- | --- | |  | a. | Arrange for a pantry audit | |  | b. | Put a researcher with a clipboard next to the cereal display | |  | c. | Collect supermarket scanner data | |  | d. | Conduct a survey of shoppers | |  | e. | Employ a mystery shopper |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Collecting supermarket scanner data is the appropriate method to use. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 5:53 AM | | *DATE MODIFIED:* | 7/27/2017 5:55 AM | |

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| 15. A requirement for the use of structured reporting in observational studies is   |  |  |  | | --- | --- | --- | |  | a. | specific hypotheses about the behaviors to be observed. | |  | b. | a laboratory setting for the research project. | |  | c. | a disguised observation method. | |  | d. | a natural setting for the research project. | |  | e. | an undisguised observation method. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | Specific hypotheses about the behaviors to be observed is a requirement for the use of structured reporting. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.04 - Explain the difference between structured and unstructured observation. | | *DATE CREATED:* | 7/27/2017 5:56 AM | | *DATE MODIFIED:* | 7/27/2017 5:58 AM | |

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| 16. Which of the following is NOT true with respect to structured observation?   |  |  |  | | --- | --- | --- | |  | a. | Increases potential observer bias | |  | b. | Increases reliability of observations | |  | c. | Often results in a loss of validity | |  | d. | Used when hypotheses are known | |  | e. | Used for descriptive and causal research |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | All of these are true about structured observation except that it increases potential observer bias. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.04 - Explain the difference between structured and unstructured observation. | | *DATE CREATED:* | 7/27/2017 6:01 AM | | *DATE MODIFIED:* | 7/27/2017 6:02 AM | |

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| 17. Unstructured observation is used   |  |  |  | | --- | --- | --- | |  | a. | for studies in which hypotheses are to be tested. | |  | b. | for studies in which flexibility is allowed in terms of what is noted and recorded. | |  | c. | for studies in which the categories that will be used to analyze the situation have been specified beforehand. | |  | d. | only for disguised studies. | |  | e. | only for undisguised studies. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Unstructured observation is used for studies in which flexibility is allowed in terms of what is noted and recorded. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.04 - Explain the difference between structured and unstructured observation. | | *DATE CREATED:* | 7/27/2017 6:03 AM | | *DATE MODIFIED:* | 7/27/2017 6:04 AM | |

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| 18. Observers in a supermarket are watching customers selecting apples. They have been given a checklist and told to check all the behaviors that apply for each consumer. This method of data collection is a(n)   |  |  |  | | --- | --- | --- | |  | a. | unstructured-disguised observation. | |  | b. | unstructured-undisguised observation. | |  | c. | contrived setting observation. | |  | d. | structured observation. | |  | e. | laboratory observation. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | This method of data collection is structured observation. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.04 - Explain the difference between structured and unstructured observation. | | *DATE CREATED:* | 7/27/2017 6:05 AM | | *DATE MODIFIED:* | 7/27/2017 6:06 AM | |

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| 19. The term that refers to the amount of knowledge that people have about a study in which they are participating is   |  |  |  | | --- | --- | --- | |  | a. | disguise. | |  | b. | ethics. | |  | c. | debriefing. | |  | d. | structure. | |  | e. | mystery. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | A disguise refers to the amount of knowledge that people have about a study in which they are participating. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.05 - Cite the main reason researchers may choose to disguise the presence of an observer in a study. | | *DATE CREATED:* | 7/27/2017 6:07 AM | | *DATE MODIFIED:* | 7/27/2017 6:10 AM | |

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| 20. A primary disadvantage of disguised research is that   |  |  |  | | --- | --- | --- | |  | a. | there is a large potential for bias. | |  | b. | the structured approach cannot be used. | |  | c. | it will be hard to un-disguise the data. | |  | d. | people will change their behavior. | |  | e. | background data is difficult or impossible to collect. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | A primary disadvantage of disguised research is that background data is difficult or impossible to collect. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.05 - Cite the main reason researchers may choose to disguise the presence of an observer in a study. | | *DATE CREATED:* | 7/27/2017 6:11 AM | | *DATE MODIFIED:* | 7/27/2017 6:13 AM | |

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| 21. Which of the following research scenarios are examples of the observation method?   |  |  |  | | --- | --- | --- | |  | a. | A car dealer checking which radio stations cars are tuned to when they're brought in for service to know which stations to advertise on | |  | b. | Recording license plate information in a shopping mall parking lot to learn where shoppers are coming from | |  | c. | The use of different colored promotional flyers mailed to different zip codes to identify which trading area a retailer is serving | |  | d. | Studying scuff marks on tiles at a museum as a means of measuring the popularity of a display | |  | e. | All of these are examples of observational research methods. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these are examples of observational research methods. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 6:13 AM | | *DATE MODIFIED:* | 7/27/2017 6:15 AM | |

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| 22. In terms of observational studies, ethical dilemmas are most likely to arise when observation is   |  |  |  | | --- | --- | --- | |  | a. | structured. | |  | b. | disguised. | |  | c. | performed by mechanical means. | |  | d. | undisguised. | |  | e. | unstructured. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Ethical dilemmas are most likely to arise when observation is disguised. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.05 - Cite the main reason researchers may choose to disguise the presence of an observer in a study. | | *DATE CREATED:* | 7/27/2017 6:15 AM | | *DATE MODIFIED:* | 7/27/2017 6:17 AM | |

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| 23. In indirect observation, the researcher is observing   |  |  |  | | --- | --- | --- | |  | a. | behavior. | |  | b. | intentions. | |  | c. | results of behavior. | |  | d. | consumers without their knowing it. | |  | e. | attitudes. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | With indirect observation, the researcher is observing results of behavior. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 6:19 AM | | *DATE MODIFIED:* | 7/27/2017 6:21 AM | |

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| 24. When disguise has involved an active deception of consumers, it is necessary to   |  |  |  | | --- | --- | --- | |  | a. | tell them that they have been misled. | |  | b. | explain why the deception was necessary. | |  | c. | provide a general overview of the purpose of the project. | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are necessities when disguise has involved an active deception of consumers. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.05 - Cite the main reason researchers may choose to disguise the presence of an observer in a study. | | *DATE CREATED:* | 7/27/2017 6:17 AM | | *DATE MODIFIED:* | 9/20/2017 3:41 PM | |

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| 25. An automotive garage provides taxi rides to people who are having their cars repaired. To determine the quality of their service, the garage uses taxis operated by employees of the garage who are trained to record the number of specific gripes a rider makes about the garage. This is an example of   |  |  |  | | --- | --- | --- | |  | a. | a focus group. | |  | b. | depth interviewing. | |  | c. | direct observation. | |  | d. | undisguised observation. | |  | e. | disguised observation. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | This is an example of disguised observation. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.05 - Cite the main reason researchers may choose to disguise the presence of an observer in a study. | | *DATE CREATED:* | 7/27/2017 6:21 AM | | *DATE MODIFIED:* | 7/27/2017 6:23 AM | |

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| 26. A "garbologist"—a researcher who studies the contents of residential trash—is employing which type of research method?   |  |  |  | | --- | --- | --- | |  | a. | Direct communication | |  | b. | Indirect observation | |  | c. | Indirect communication | |  | d. | Direct Observation | |  | e. | Undisguised communication |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This is an example of indirect observation. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 6:24 AM | | *DATE MODIFIED:* | 7/27/2017 6:25 AM | |

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| 27. A researcher unobtrusively stands in the toy section of a retail store and uses a checklist to note the sequence in which small children handle the toys that are on display. This is an example of   |  |  |  | | --- | --- | --- | |  | a. | indirect, disguised observation. | |  | b. | indirect, structured observation. | |  | c. | direct, disguised observation. | |  | d. | direct, unstructured observation. | |  | e. | direct, undisguised observation. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | This is an example of direct, disguised observation. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 6:26 AM | | *DATE MODIFIED:* | 7/27/2017 6:28 AM | |

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| 28. Researchers invite a group of homemakers to a specially designed model home where they are observed by other researchers posing as homemakers who record their conversations with concealed tape recorders. This observation would be characterized as   |  |  |  | | --- | --- | --- | |  | a. | highly structured, contrived setting. | |  | b. | unstructured, contrived setting. | |  | c. | unstructured, uncontrived setting. | |  | d. | structured, uncontrived setting. | |  | e. | unstructured, undisguised setting. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This observation would be characterized as unstructured with a contrived setting. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 6:28 AM | | *DATE MODIFIED:* | 7/27/2017 6:31 AM | |

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| 29. A contrived observational setting, as compared to a natural setting   |  |  |  | | --- | --- | --- | |  | a. | usually speeds the data collection process. | |  | b. | has greater external validity. | |  | c. | results in higher cost research. | |  | d. | limits the use of electrical or mechanical equipment. | |  | e. | involves waiting for the phenomenon of interest to occur. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | A contrived observational setting, as compared to a natural setting, usually speeds the data collection process. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 6:31 AM | | *DATE MODIFIED:* | 7/27/2017 6:33 AM | |

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| 30. Which of the following are disadvantages of observation in a contrived setting?   |  |  |  | | --- | --- | --- | |  | a. | Speeds data collection | |  | b. | Produces lower-cost research | |  | c. | Allows more objective measurements | |  | d. | External validity is threatened. | |  | e. | Internal validity is threatened. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | External validity is threatened in a contrived setting. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 6:33 AM | | *DATE MODIFIED:* | 7/27/2017 6:35 AM | |

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| 31. Observation in a laboratory (as opposed to natural) setting has the advantage of   |  |  |  | | --- | --- | --- | |  | a. | behavior being less restricted. | |  | b. | fewer tabulation and analysis problems. | |  | c. | better control of extraneous influences. | |  | d. | greater external validity. | |  | e. | A laboratory setting possesses no advantages over a natural setting. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Observation in a laboratory has better control of extraneous influences. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.06 - Explain the advantages and disadvantages of conducting an observational experiment in a laboratory setting. | | *DATE CREATED:* | 7/27/2017 6:35 AM | | *DATE MODIFIED:* | 7/27/2017 6:38 AM | |

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| 32. Electronic devices, which when attached to a participant's television set indicate not only when the set is turned on and to which channel but also who in the household is watching, are called   |  |  |  | | --- | --- | --- | |  | a. | audiometers. | |  | b. | people meters. | |  | c. | optical scanners. | |  | d. | eye cameras | |  | e. | galvanometers. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This is called a people meter. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 6:38 AM | | *DATE MODIFIED:* | 7/27/2017 6:42 AM | |

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| 33. The electrical resistance of the skin associated with sweating that accompanies emotional arousal is measured by a(n)   |  |  |  | | --- | --- | --- | |  | a. | a galvanometer. | |  | b. | an eye camera. | |  | c. | an opthalomograph. | |  | d. | an audiometer. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | A galvanometer measures the electrical resistance of the skin associated with sweating that accompanies emotional arousal. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 6:42 AM | | *DATE MODIFIED:* | 7/27/2017 6:44 AM | |

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| 34. Similar to a "lie detector" machine, a(n) \_\_\_\_ records the changes in the electrical resistance of the skin associated with sweating.   |  |  |  | | --- | --- | --- | |  | a. | people meter | |  | b. | galvanometer | |  | c. | eye camera | |  | d. | optical scanner | |  | e. | audiometer |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This describes the galvanometer. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 6:44 AM | | *DATE MODIFIED:* | 7/27/2017 6:47 AM | |

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| 35. A researcher is interested in measuring the amount of time people must spend in looking at a particular ad before becoming aware of the intended point of the ad. Which one of the following electronic/mechanical tools would be appropriate for use in this investigation?   |  |  |  | | --- | --- | --- | |  | a. | Eye camera | |  | b. | Optical scanner | |  | c. | Galvanometer | |  | d. | People meter | |  | e. | Visual analyzer |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | This investigation should use an eye camera. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 6:53 AM | | *DATE MODIFIED:* | 7/27/2017 6:54 AM | |

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| 36. A researcher wants to determine which part of a particular magazine ad is noticed first by the viewer. Which one of the following electronic/mechanical tools would be appropriate for use in this investigation?   |  |  |  | | --- | --- | --- | |  | a. | Eye camera | |  | b. | Optical scanner | |  | c. | Galvanometer | |  | d. | People meter | |  | e. | Visual analyzer |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | This investigation should use an eye camera. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 6:54 AM | | *DATE MODIFIED:* | 7/27/2017 6:56 AM | |

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| 37. The time that elapses between asking a question and receiving the answer is called   |  |  |  | | --- | --- | --- | |  | a. | response latency. | |  | b. | base time. | |  | c. | lag time. | |  | d. | tachistostic. | |  | e. | awareness response. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | The response latency is the time that elapses between asking a question and receiving the answer. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 6:56 AM | | *DATE MODIFIED:* | 7/27/2017 6:58 AM | |

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| 38. Response latency is related to   |  |  |  | | --- | --- | --- | |  | a. | the use of eye cameras. | |  | b. | uncertainty. | |  | c. | the degree of structure in the observational method. | |  | d. | the amount of information stored in memory. | |  | e. | the degree of disguise in the observational method. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Response latency is related to uncertainty. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 6:58 AM | | *DATE MODIFIED:* | 7/27/2017 7:00 AM | |

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| 39. Which of the following is used to assess the emotional intensity in a subject's responses by measuring relative vibration frequency of the subject's oral response?   |  |  |  | | --- | --- | --- | |  | a. | Galvanometer | |  | b. | People meter | |  | c. | Voice-pitch analysis | |  | d. | Response latency | |  | e. | Eye camera |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | A voice-pitch analysis is used to assess the emotional intensity in a subject's responses by measuring relative vibration frequency of the subject's oral response. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 7:00 AM | | *DATE MODIFIED:* | 7/27/2017 7:02 AM | |

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| 40. Which of the following is NOT an advantage of voice-pitch analysis over other physiological reaction measurement techniques?   |  |  |  | | --- | --- | --- | |  | a. | Measures the direction of the subject's feeling | |  | b. | Relatively less time consuming to use | |  | c. | Requires sophisticated computer equipment | |  | d. | Relatively less expensive to use | |  | e. | Does not require physical connection to the subject |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | All of these are advantages of voice-pitch analysis except that it requires sophisticated computer equipment. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 7:02 AM | | *DATE MODIFIED:* | 7/27/2017 7:04 AM | |

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| 41. Which of the following statements about mechanical recording devices is FALSE?   |  |  |  | | --- | --- | --- | |  | a. | The people meter provides the researcher information about which television shows have been watched on a particular television. | |  | b. | The galvanometer is used to assess the emotional arousal induced by exposure to specific advertising copy. | |  | c. | Response latency measures the amount of time a respondent deliberates before answering a question. | |  | d. | Voice-pitch analysis examines changes in the relative vibration frequency of the human voice that accompanies emotional arousal. | |  | e. | Optical scanners measure the subject's eye movement over a stimulus. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these statements about mechanical recording devices are true except that optical scanners measure the subject's eye movement over a stimulus. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 7:04 AM | | *DATE MODIFIED:* | 7/27/2017 7:06 AM | |

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| 42. Which of the following is TRUE?   |  |  |  | | --- | --- | --- | |  | a. | The psychogalvanometer is used to measure pupil dilation whereas the eye camera is used to record movements of the eye. | |  | b. | Response latency is the amount of time a respondent deliberates before answering a question. | |  | c. | Response latency when used to measure brand preference rests on the premise that the degree of latency is directly proportional to the size of an advertisement. | |  | d. | Voice pitch analysis attempts to assess the loudness with which people answer specific questions. | |  | e. | None of these statements are true. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Response latency is the amount of time a respondent deliberates before answering a question. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 7:06 AM | | *DATE MODIFIED:* | 7/27/2017 7:08 AM | |

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| 43. A manager of a department store collects data on the frequency with which floor tiles have been replaced in front of each entrance. This exhibits a measure of the most popular entrance to the store. What type of measurement situation is she using?   |  |  |  | | --- | --- | --- | |  | a. | Survey | |  | b. | Observation | |  | c. | Thematic Apperception Test (TAT) | |  | d. | People meter | |  | e. | Experiment |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This type of measurement is called observation. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 7:08 AM | | *DATE MODIFIED:* | 7/27/2017 7:10 AM | |

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| 44. Dial soap's brand managers want to know which of three proposed end-aisle displays works the best in terms of catching consumers' attention. They set up prototypes of the three displays in three supermarkets in a large metropolitan area and visit each to observe consumers body language, time spent at each display, etc. Which technique are the managers using?   |  |  |  | | --- | --- | --- | |  | a. | Direct observation | |  | b. | Past records | |  | c. | Archives | |  | d. | Survey | |  | e. | Indirect observation |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | This technique is called direct observation. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 7:10 AM | | *DATE MODIFIED:* | 7/27/2017 7:12 AM | |

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| 45. When a "mystery shopper" is used by Taco Bell Corporate to report employees' level of customer assistance and courtesy, which type of observation is being used?   |  |  |  | | --- | --- | --- | |  | a. | Undisguised | |  | b. | Disguised | |  | c. | Physical traces | |  | d. | Experiment | |  | e. | Archives |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This is disguised observation. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.05 - Cite the main reason researchers may choose to disguise the presence of an observer in a study. | | *DATE CREATED:* | 7/27/2017 7:13 AM | | *DATE MODIFIED:* | 7/27/2017 7:15 AM | |

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| 46. Jack-in-the-Box uses the length of the grass in the front yard of homes as a means of estimating the socioeconomic characteristics of prospective sites. This is an example of   |  |  |  | | --- | --- | --- | |  | a. | direct observation. | |  | b. | archives. | |  | c. | indirect observation. | |  | d. | experiment. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | This is an example of indirect observation. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 7:15 AM | | *DATE MODIFIED:* | 7/27/2017 7:17 AM | |

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| 47. Levis Strauss sent one of its employees', who is fluent in Japanese, to stay at the home of a traditional Japanese family with teenage daughters. The employee disguised himself as an exchange student but was actually in Japan spying on the family and their friends to better understand how Levi jeans are used and worn by teenagers in Japan. This illustrates that   |  |  |  | | --- | --- | --- | |  | a. | all good observations should be disguised. | |  | b. | observation raises ethical questions. | |  | c. | observation is not a good research technique. | |  | d. | structured observation is legal. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This situation illustrates that observation raises ethical questions. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 7:17 AM | | *DATE MODIFIED:* | 7/27/2017 7:19 AM | |

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| 48. A mystery shopper could be used to perform which of the following research tasks?   |  |  |  | | --- | --- | --- | |  | a. | Record cleanliness of bathrooms | |  | b. | Negotiate with sellers on the price for an item | |  | c. | Ensure that children cannot buy M-rated video games | |  | d. | Record the evenness of jelly in a doughnut | |  | e. | All of these are research tasks a mystery shopper could perform |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these are research tasks a mystery shopper could perform. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 7:20 AM | | *DATE MODIFIED:* | 7/27/2017 7:22 AM | |

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| 49. Having the employee watch the salad bar usage is actually a(n) \_\_\_\_ research design.   |  |  |  | | --- | --- | --- | |  | a. | observational | |  | b. | survey | |  | c. | experiment | |  | d. | causal study | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | Having the employee watch the salad bar usage is actually an observational research design. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 7:22 AM | | *DATE MODIFIED:* | 7/27/2017 7:24 AM | |

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| 50. Primary data can be collected in several ways. Which of the following primary data collection methods would be exemplified by constructing see-through mirrors in a retail store whereby consumers' actions could be recorded?   |  |  |  | | --- | --- | --- | |  | a. | Focus groups | |  | b. | Surveys | |  | c. | Disguised observation and surveys | |  | d. | Natural setting | |  | e. | Disguised observation and natural setting |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | Both disguised observation and natural setting are both appropriate methods. See 10-1: Observation Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 7:24 AM | | *DATE MODIFIED:* | 9/20/2017 2:34 PM | |

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| 51. The communications approach to gathering primary data can be used for collecting information about all seven categories of primary data from individuals.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 7:26 AM | | *DATE MODIFIED:* | 7/27/2017 7:28 AM | |

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| 52. The observation method of data collection has the general advantages of versatility, speed, and cost.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.02 - State the specific advantages of each method of data collection. | | *DATE CREATED:* | 7/27/2017 7:28 AM | | *DATE MODIFIED:* | 7/27/2017 7:32 AM | |

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| 53. It is possible to track how visitors to a website navigate its pages, which pages they look at, and which pages they exit from.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 7:30 AM | | *DATE MODIFIED:* | 7/27/2017 7:31 AM | |

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| 54. The galvanometer is used to study eye movements while a respondent reads advertising copy.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 7:32 AM | | *DATE MODIFIED:* | 7/27/2017 7:34 AM | |

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| 55. Observation research doesn't have to be sophisticated to be effective.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 7:34 AM | | *DATE MODIFIED:* | 7/27/2017 7:36 AM | |

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| 56. Sometimes disguised observation is accomplished by having observers become part of the shopping scene.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.05 - Cite the main reason researchers may choose to disguise the presence of an observer in a study. | | *DATE CREATED:* | 7/27/2017 7:36 AM | | *DATE MODIFIED:* | 7/27/2017 7:38 AM | |

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| 57. Unstructured observation is used for studies in which hypotheses are to be tested.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.04 - Explain the difference between structured and unstructured observation. | | *DATE CREATED:* | 7/27/2017 7:39 AM | | *DATE MODIFIED:* | 7/27/2017 7:40 AM | |

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| 58. The major problem of human behavior observation is the observer.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 7:40 AM | | *DATE MODIFIED:* | 7/27/2017 7:42 AM | |

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| 59. In indirect observation, the researcher is observing attitudes.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 7:42 AM | | *DATE MODIFIED:* | 7/27/2017 7:43 AM | |

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| 60. Voice pitch analysis attempts to assess the loudness with which people answer specific questions.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 7:44 AM | | *DATE MODIFIED:* | 7/27/2017 7:45 AM | |

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| 61. In a contrived setting, subjects are observed in an environment that has been specifically designed for recording their behavior.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 7:45 AM | | *DATE MODIFIED:* | 7/27/2017 7:47 AM | |

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| 62. Communication techniques usually don't depend upon the respondent's willingness and ability to provide the information needed.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.02 - State the specific advantages of each method of data collection. | | *DATE CREATED:* | 7/27/2017 7:47 AM | | *DATE MODIFIED:* | 7/27/2017 7:48 AM | |

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| 63. In a laboratory setting, subjects are observed in the environment where the behavior normally takes place.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.06 - Explain the advantages and disadvantages of conducting an observational experiment in a laboratory setting. | | *DATE CREATED:* | 7/27/2017 7:49 AM | | *DATE MODIFIED:* | 7/27/2017 7:50 AM | |

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| 64. Direct observation studies the outcome of the behavior observed rather than the behavior itself.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.01 - Describe the two basic means of obtaining primary data. | | *DATE CREATED:* | 7/27/2017 7:50 AM | | *DATE MODIFIED:* | 7/27/2017 7:52 AM | |

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| 65. The amount of time a respondent deliberates before answering a question is called response latency.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 7:52 AM | | *DATE MODIFIED:* | 7/27/2017 7:53 AM | |

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| 66. The electrical resistance of the skin associated with sweating that accompanies emotional arousal is measured by a galvanometer.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 7:54 AM | | *DATE MODIFIED:* | 7/27/2017 7:55 AM | |

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| 67. Structured observation is used for studies in which flexibility is allowed in terms of what is noted and recorded.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.04 - Explain the difference between structured and unstructured observation. | | *DATE CREATED:* | 7/27/2017 7:55 AM | | *DATE MODIFIED:* | 7/27/2017 7:57 AM | |

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| 68. Analysis that examines changes in the relative frequency of the human voice that accompany emotional arousal is called voice-pitch analysis.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.07 - List several approaches to mechanical observation. | | *DATE CREATED:* | 7/27/2017 7:57 AM | | *DATE MODIFIED:* | 7/27/2017 7:59 AM | |

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| 69. Discuss the primary advantage of collecting data via observation as compared to collecting data via communication.   |  |  | | --- | --- | | *ANSWER:* | Observation data are typically much more accurate when it comes to measuring individuals' behavior. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 10.02 - State the specific advantages of each method of data collection. | | *DATE CREATED:* | 7/27/2017 7:59 AM | | *DATE MODIFIED:* | 7/27/2017 8:01 AM | |