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| 1. The three key decisions to make when collecting data by communication include which of the following?   |  |  |  | | --- | --- | --- | |  | a. | The degree of structure to use | |  | b. | Whether to disguise the questionnaire | |  | c. | Which method of questionnaire administration to use | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are key decisions to make when collecting data by communication. See 11-0: Introduction. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/27/2017 8:07 AM | | *DATE MODIFIED:* | 9/20/2017 2:35 PM | |

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| 2. Questions that give the respondent no indication of the true purpose of the research project are known as   |  |  |  | | --- | --- | --- | |  | a. | disguised questions. | |  | b. | confounded questions. | |  | c. | structured questions. | |  | d. | undisguised questions. | |  | e. | unstructured questions. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Structured questions give the respondent no indication of the true purpose of the research project. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/27/2017 8:09 AM | | *DATE MODIFIED:* | 7/27/2017 8:11 AM | |

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| 3. Which of the following is NOT an advantage of structured-undisguised questions?   |  |  |  | | --- | --- | --- | |  | a. | Simple to administer | |  | b. | Easy to analyse | |  | c. | Unbiased response categories | |  | d. | Very reliable | |  | e. | Easy to tabulate |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Unbiased response categories are not an advantage of structured-undisguised questions. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/27/2017 8:11 AM | | *DATE MODIFIED:* | 7/27/2017 8:13 AM | |

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| 4. The responses, as well as the questions, are standardized in a(n)   |  |  |  | | --- | --- | --- | |  | a. | unstructured-disguised questionnaire. | |  | b. | unstructured-undisguised questionnaire. | |  | c. | structured-undisguised questionnaire. | |  | d. | depth interview. | |  | e. | focus group. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Structured-undisguised questionnaires are standardized. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/27/2017 8:13 AM | | *DATE MODIFIED:* | 7/27/2017 8:15 AM | |

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| 5. Which of the following is FALSE?   |  |  |  | | --- | --- | --- | |  | a. | Structured-undisguised questioning produces more reliable results although this greater reliability may be obtained at the loss of some validity. | |  | b. | When replies are limited to fixed answers as in structured-undisguised questionnaires, there is the minimum possibility for the respondent to misunderstand the meaning intended by the interviewer and vice versa. | |  | c. | The responses as well as the questions are standardized in a structured-undisguised questionnaire. | |  | d. | One shortcoming of the structured-undisguised question is that it often does not allow an expression of strength and feeling. | |  | e. | In structured questions the frame of reference is often obvious from the alternatives. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | All of these statements are true except that when replies are limited to fixed answers as in structured-undisguised questionnaires, there is the minimum possibility for the respondent to misunderstand the meaning intended by the interviewer and vice versa. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.02 - Cite the drawbacks of using high degrees of structure. | | *DATE CREATED:* | 7/27/2017 8:15 AM | | *DATE MODIFIED:* | 7/27/2017 8:17 AM | |

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| 6. Which of the following statements is NOT true of fixed-alternative questions?   |  |  |  | | --- | --- | --- | |  | a. | Everyone receives the same questions. | |  | b. | The questions are open-ended. | |  | c. | They are commonly used to collect primary data. | |  | d. | Everyone responds by choosing from among the same set of possible answers. | |  | e. | All of these statements are true. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | All of these statements are true about fixed-alternative questions except that the questions are open-ended. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/27/2017 8:18 AM | | *DATE MODIFIED:* | 7/27/2017 8:20 AM | |

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| 7. With unstructured-undisguised questionnaires, the purpose of the study is   |  |  |  | | --- | --- | --- | |  | a. | open to interpretation. | |  | b. | not communicated to the respondents. | |  | c. | clear, but the responses to the questions are open-ended. | |  | d. | clear, but the responses to the questions are dichotomous. | |  | e. | to define the responses that are open-ended. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | With unstructured-undisguised questionnaires, the purpose of the study is clear, but the responses to the questions are open ended. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/27/2017 8:20 AM | | *DATE MODIFIED:* | 7/27/2017 8:22 AM | |

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| 8. "How do you feel about the Apple, Inc.?" is an example of which type of question?   |  |  |  | | --- | --- | --- | |  | a. | Fixed-alternative | |  | b. | Structured | |  | c. | Open-ended | |  | d. | Close-ended | |  | e. | a, b, and c are correct. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | This is an example of an open-ended question. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/27/2017 8:22 AM | | *DATE MODIFIED:* | 7/27/2017 8:24 AM | |

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| 9. After John purchased his new car, the car dealer sent him a new owner satisfaction survey, which consisted of several statements about his car, which John was to indicate agreement or disagreement with by checking the appropriate boxes. This survey is   |  |  |  | | --- | --- | --- | |  | a. | unstructured-undisguised. | |  | b. | structured-disguised. | |  | c. | sentence completion. | |  | d. | structured-undisguised. | |  | e. | word association. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | This survey is structured-undisguised. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/28/2017 12:20 AM | | *DATE MODIFIED:* | 7/28/2017 12:22 AM | |

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| 10. Fixed-alternative questions would be inappropriate for securing information about respondents'   |  |  |  | | --- | --- | --- | |  | a. | apartment rental payments. | |  | b. | motivations in husband-wife interactions over purchase decisions. | |  | c. | age. | |  | d. | awareness of current events. | |  | e. | income level. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Fixed-alternative questions would be inappropriate for securing information about respondents' motivations in husband-wife interactions over purchase decisions. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/28/2017 12:22 AM | | *DATE MODIFIED:* | 7/28/2017 12:24 AM | |

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| 11. A television network sponsors a survey that contains the question, "How often do you watch television?" This question is an example of a   |  |  |  | | --- | --- | --- | |  | a. | low-structured question. | |  | b. | disguised question. | |  | c. | high-structured question. | |  | d. | close-ended question. | |  | e. | fixed-alternative response question. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | his is an example of a low-structured question. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/28/2017 12:24 AM | | *DATE MODIFIED:* | 7/28/2017 12:25 AM | |

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| 12. Which of the following is NOT true of a questionnaire with a high degree of structure?   |  |  |  | | --- | --- | --- | |  | a. | They are relatively simple to administer. | |  | b. | They are difficult to code. | |  | c. | They are associated with greater consistency of answers. | |  | d. | There is no probing or follow-up questions. | |  | e. | They are easier to analyze. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | All of the following are true statements about a questionnaire with a high degree of structure except that they are difficult to code. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.02 - Cite the drawbacks of using high degrees of structure. | | *DATE CREATED:* | 7/28/2017 12:26 AM | | *DATE MODIFIED:* | 7/28/2017 12:27 AM | |

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| 13. High structure is most useful when   |  |  |  | | --- | --- | --- | |  | a. | possible replies are well known. | |  | b. | for obtaining factual information. | |  | c. | for assessing attitudes about things that people know something about. | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are scenarios where high structure is useful. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.02 - Cite the drawbacks of using high degrees of structure. | | *DATE CREATED:* | 7/28/2017 12:28 AM | | *DATE MODIFIED:* | 9/20/2017 2:36 PM | |

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| 14. Depth interviews are best classified as an example of the \_\_\_\_\_ method of communication.   |  |  |  | | --- | --- | --- | |  | a. | structured-undisguised | |  | b. | unstructured-undisguised | |  | c. | unstructured-disguised | |  | d. | structured-disguised | |  | e. | structured-open ended |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Depth interviews are classified as an example of the unstructured-undisguised method of communication. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/28/2017 12:29 AM | | *DATE MODIFIED:* | 7/28/2017 12:31 AM | |

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| 15. The use of disguised communication to gather primary research data can   |  |  |  | | --- | --- | --- | |  | a. | involve active deception. | |  | b. | help eliminate response bias. | |  | c. | hide the purpose or sponsor of the study. | |  | d. | create a more natural environment in which to collect data from individuals. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these are uses of disguised communication. See 11-2: Disguised Versus Undisguised Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.03 - Explain what is meant by disguise in a questionnaire context. | | *DATE CREATED:* | 7/28/2017 12:31 AM | | *DATE MODIFIED:* | 7/28/2017 12:34 AM | |

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| 16. An environmental research group, using the fixed-alternative format, surveys people about their re-cycling practices in order to determine support for a ban on non-returnable bottles. The group does not reveal itself or its stance on the issue. The format of this questionnaire is best described as   |  |  |  | | --- | --- | --- | |  | a. | structured-disguised. | |  | b. | unstructured-disguised. | |  | c. | structured-undisguised. | |  | d. | unstructured-undisguised. | |  | e. | unstructured-open ended. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | This can be best described as structured-disguised. See 11-2: Disguised Versus Undisguised Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.04 - Discuss two situations in which disguise might be desirable. | | *DATE CREATED:* | 7/28/2017 12:34 AM | | *DATE MODIFIED:* | 7/28/2017 12:38 AM | |

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| 17. The main advantage of the use of structured-disguised questionnaires in marketing research is   |  |  |  | | --- | --- | --- | |  | a. | measures of knowledge always reflect attitudes. | |  | b. | ease of administration. | |  | c. | they are easy to construct relative to structured-undisguised questionnaires. | |  | d. | they are highly reliable. | |  | e. | the data obtained is easy to analyze. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | Highly structured questions are advantageous because the data obtained is easy to analyze. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/28/2017 12:39 AM | | *DATE MODIFIED:* | 7/28/2017 12:43 AM | |

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| 18. Phone book sampling frames are inadequate because of   |  |  |  | | --- | --- | --- | |  | a. | plus-one sampling. | |  | b. | people who have recently moved or have unlisted numbers. | |  | c. | random-digit dialing. | |  | d. | interviewer bias. | |  | e. | small sample size. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Phone book sampling frames are inadequate because of people who have recently moved or have unlisted numbers. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 12:43 AM | | *DATE MODIFIED:* | 7/28/2017 12:45 AM | |

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| 19. Which of the following statements does NOT accurately describe the mail questionnaire?   |  |  |  | | --- | --- | --- | |  | a. | It allows a wide sample to be used. | |  | b. | It allows a representative sample to be used. | |  | c. | It is a relatively inexpensive means of recruiting respondents. | |  | d. | It ensures that the correct person receives and completes the questionnaire. | |  | e. | It is more suitable for contacting busy executives than a telephone or personal interview. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of the above describe the mail questionnaire except that it ensures that the correct person receives and completes the questionnaire. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 12:46 AM | | *DATE MODIFIED:* | 7/28/2017 12:47 AM | |

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| 20. Which of the following is FALSE?   |  |  |  | | --- | --- | --- | |  | a. | Sampling control concerns the researcher's ability to direct the inquiry to a designated respondent and to get the desired cooperation from that respondent. | |  | b. | Random digit dialing and "Plus-One" sampling are both attempts at overcoming the sampling bias of unlisted numbers. | |  | c. | The heads of households with unlisted telephone numbers are less likely to be employed in an unskilled or semi-skilled job than heads of households with listed telephone numbers. | |  | d. | All of these are false. | |  | e. | None of these are false. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | All of these statements are true except that the heads of households with unlisted telephone numbers are less likely to be employed in an unskilled or semi-skilled job than heads of households with listed telephone numbers. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 12:48 AM | | *DATE MODIFIED:* | 9/20/2017 2:36 PM | |

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| 21. The major problem with using the mall intercept method to conduct personal interviews concerns   |  |  |  | | --- | --- | --- | |  | a. | the ability to direct the inquiry to a randomly determined respondent. | |  | b. | securing the cooperation of mall merchants. | |  | c. | securing the cooperation of the respondent. | |  | d. | the noisy, distracting environment in which the interview is conducted. | |  | e. | the high cost of the method. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | A major problem with the mall intercept method concerns the ability to direct the inquiry to a randomly determined respondent. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 12:50 AM | | *DATE MODIFIED:* | 7/28/2017 12:52 AM | |

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| 22. Which of the following affords the researcher the most sample control with respect to getting cooperation from the respondent?   |  |  |  | | --- | --- | --- | |  | a. | Phone interviews | |  | b. | Personal interviews | |  | c. | Mail questionnaires | |  | d. | Questionnaires published in newspapers | |  | e. | Warranty information cards |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Personal interviews afford the researcher the most sample control with respect to getting cooperation from the respondent. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 12:52 AM | | *DATE MODIFIED:* | 7/28/2017 12:54 AM | |

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| 23. Which of the following is FALSE?   |  |  |  | | --- | --- | --- | |  | a. | Mailing lists to serve as the sampling frame for a mail survey may be generated internally by the firm or purchased externally. | |  | b. | In recent years, one of the keys to using a mail questionnaire is the ability to direct the questionnaire to a specific individual, not just a position (e.g., Vice President of Marketing). | |  | c. | The quality of the mailing list determines the sampling control in a mail study. | |  | d. | Mail questionnaires typically provide more sample control than telephone or personal interviews. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are true except that mail questionnaires typically provide more sample control than telephone or personal interviews. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 12:54 AM | | *DATE MODIFIED:* | 7/28/2017 12:56 AM | |

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| 24. The problem of nonresponse due to refusals to participate is usually   |  |  |  | | --- | --- | --- | |  | a. | lower with personal interviews than with either telephone interviews or mail-administered questionnaires. | |  | b. | lower with mail questionnaires than with telephone or personal interviews. | |  | c. | lower with telephone interviews than with mail questionnaires or personal interviews. | |  | d. | the same no matter what communication method is used. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | The problem of nonresponse due to refusals to participate is usually lower with personal interviews than with either telephone interviews or mail-administered questionnaires. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 12:58 AM | | *DATE MODIFIED:* | 7/28/2017 12:59 AM | |

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| 25. Long questionnaires can usually be handled best by   |  |  |  | | --- | --- | --- | |  | a. | telephone interview. | |  | b. | mail questionnaire. | |  | c. | personal interview. | |  | d. | a focus group interview. | |  | e. | a depth interview. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Long questionnaires can usually be handled best by personal interview. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:00 AM | | *DATE MODIFIED:* | 7/28/2017 1:01 AM | |

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| 26. A(n) \_\_\_\_\_ might be the only method of obtaining a response from certain busy individuals for whom time is a scarce commodity.   |  |  |  | | --- | --- | --- | |  | a. | personal interview | |  | b. | telephone interview | |  | c. | mail questionnaire | |  | d. | mall-intercept interview | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Mail questionnaires might be the only method of obtaining a response from certain busy individuals for whom time is a scarce commodity. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:01 AM | | *DATE MODIFIED:* | 7/28/2017 1:03 AM | |

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| 27. Which method of obtaining a response is best for questions that may need explaining or when respondents need to explain their answers?   |  |  |  | | --- | --- | --- | |  | a. | Inbound surveys | |  | b. | Mail surveys | |  | c. | Personal interviews | |  | d. | Online surveys | |  | e. | All of these statements are true. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Personal interviews are best for questions that may need explaining or when respondents need to explain their answers. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:03 AM | | *DATE MODIFIED:* | 7/28/2017 1:05 AM | |

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| 28. Which of the following items is associated with administrative control?   |  |  |  | | --- | --- | --- | |  | a. | Cost | |  | b. | Speed | |  | c. | Directing the inquiry to the designated respondent | |  | d. | Interviewer bias and cost | |  | e. | Cost and speed |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | Both cost and speed are associated with administrative control. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.06 - Discuss three important aspects used to compare the four different methods of administering questions. | | *DATE CREATED:* | 7/28/2017 1:05 AM | | *DATE MODIFIED:* | 9/20/2017 2:38 PM | |

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| 29. Which of the following methods provides descriptive primary data the fastest?   |  |  |  | | --- | --- | --- | |  | a. | Personal interview | |  | b. | Online survey | |  | c. | Mail questionnaire | |  | d. | Inbound survey | |  | e. | Telephone survey |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Online surveys are the fastest means of gathering descriptive primary data. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:07 AM | | *DATE MODIFIED:* | 7/28/2017 1:09 AM | |

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| 30. Which of the following is an accurate statement with regard to personal interviews?   |  |  |  | | --- | --- | --- | |  | a. | In general they tend to be the least expensive per completed contact. | |  | b. | As the number of interviewers increases, so do problems of interviewer-related variations in responses. | |  | c. | It takes as long to get replies from a small sample as from a large sample. | |  | d. | Interviewer-induced bias is minimal. | |  | e. | They are less costly than telephone interviews. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | As the number of interviewers increases, so do problems of interviewer-related variations in responses. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:09 AM | | *DATE MODIFIED:* | 7/28/2017 1:11 AM | |

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| 31. Which of the following statements are NOT true of mall intercepts?   |  |  |  | | --- | --- | --- | |  | a. | Due to the biased nature of the sampling frame, mall intercepts have become less popular with marketers in recent years. | |  | b. | One problem with a mall intercept approach is that not everyone shops at malls. | |  | c. | One problem with a mall intercept approach is that the frequency with which a person shops at a mall affects his or her likelihood of being asked to participate in the study. | |  | d. | None of these are true of mall intercepts. | |  | e. | All of these are true of mall intercepts. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | All of these statements are true except that due to the biased nature of the sampling frame, mall intercepts have become less popular with marketers in recent years. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:11 AM | | *DATE MODIFIED:* | 9/20/2017 2:38 PM | |

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| 32. Which of the following data collection methods is best for including pictures and/or graphics with the survey while minimizing interviewer bias in the way questions are asked?   |  |  |  | | --- | --- | --- | |  | a. | Telephone interviewing | |  | b. | Direct mail questionnaires | |  | c. | Computer-aided interviewing | |  | d. | Online surveys | |  | e. | Mall intercepts |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | Online surveys are best for including pictures and/or graphics with the survey while minimizing interviewer bias in the way questions are asked. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:13 AM | | *DATE MODIFIED:* | 7/28/2017 1:15 AM | |

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| 33. Which of the following is FALSE?   |  |  |  | | --- | --- | --- | |  | a. | Telephone interviews typically allow a study to be completed more quickly than personal interviews. | |  | b. | Personal interviews and telephone interviews can produce interviewer bias. | |  | c. | Sequence bias is a more acute problem with personal and telephone interviews than with mail questionnaires. | |  | d. | The problems of interviewer bias in a telephone survey are more easily solved than in a personal interview. | |  | e. | All of these statements are true. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | All of these are true statements except that sequence bias is a more acute problem with personal and telephone interviews than with mail questionnaires. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:15 AM | | *DATE MODIFIED:* | 7/28/2017 1:17 AM | |

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| 34. Which of the following data collection methods is most versatile?   |  |  |  | | --- | --- | --- | |  | a. | Personal interviews | |  | b. | E-mail surveys | |  | c. | Fax surveys | |  | d. | Mail surveys | |  | e. | Phone interviews |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | Personal interviews are the most versatile method. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:18 AM | | *DATE MODIFIED:* | 7/28/2017 1:19 AM | |

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| 35. Which of the following data collection methods is most costly?   |  |  |  | | --- | --- | --- | |  | a. | E-mail surveys | |  | b. | Mall interviews | |  | c. | Phone interviews | |  | d. | In-home personal interviews | |  | e. | Web surveys |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | In-home personal interviews are the most costly method. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:20 AM | | *DATE MODIFIED:* | 7/28/2017 1:22 AM | |

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| 36. Which of the following data collection methods provides the greatest degree of anonymity for respondents?   |  |  |  | | --- | --- | --- | |  | a. | Mail surveys | |  | b. | Personal interviews | |  | c. | Online surveys | |  | d. | Telephone interviews | |  | e. | Mall intercepts |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | Mail surveys provide the greatest degree of anonymity. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:22 AM | | *DATE MODIFIED:* | 7/28/2017 1:24 AM | |

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| 37. Methods of questionnaire administration rank as follows in terms of time required to collect the data (quickest to slowest):   |  |  |  | | --- | --- | --- | |  | a. | personal interviews, web-based surveys, telephone surveys, mail surveys. | |  | b. | web-based surveys, telephone surveys, personal interviews, mail surveys. | |  | c. | web-based surveys, mail surveys, telephone surveys, personal interviews. | |  | d. | mail surveys, personal interviews, telephone surveys, web-based surveys. | |  | e. | None of these are correct because all methods take about the same amount of time. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Methods of questionnaire administration rank as follows in terms of time required to collect the data: web-based surveys, telephone surveys, personal interviews, mail surveys. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:24 AM | | *DATE MODIFIED:* | 7/28/2017 1:26 AM | |

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| 38. Which of the following questionnaire administration methods is the LEAST expensive?   |  |  |  | | --- | --- | --- | |  | a. | Personal interviews | |  | b. | Email/Web-based surveys | |  | c. | Mail surveys | |  | d. | Depth interview | |  | e. | Telephone surveys |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | The least expensive method is email/web-based surveys. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:29 AM | | *DATE MODIFIED:* | 7/28/2017 1:31 AM | |

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| 39. Which of the following is problematic when conducting telephone interviews in the U.S.?   |  |  |  | | --- | --- | --- | |  | a. | Caller ID | |  | b. | Answering machines/Voicemail | |  | c. | Do not call list | |  | d. | Unlisted numbers | |  | e. | All of these are problematic. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these are problematic. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:31 AM | | *DATE MODIFIED:* | 7/28/2017 1:32 AM | |

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| 40. John was stopped at the local shopping centers and asked if he would be willing to participate in a research study. Because John was alone and mainly doing window-shopping, he agreed to participate. John was taken to a room and shown four new advertisements and asked various questions related to the ads. This type of technique is called?   |  |  |  | | --- | --- | --- | |  | a. | Person-on-the-street interview | |  | b. | Mall-intercept interview | |  | c. | Drop-off survey | |  | d. | Ad recall interview | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This technique is called mall-intercept interviewing. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:33 AM | | *DATE MODIFIED:* | 7/28/2017 1:34 AM | |

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| 41. The question "What was your reaction to the Budweiser advertisement you saw on television during the Super Bowl?" is an example of which type of question where the respondents are free to answer in their own words rather than being limited to choosing from among a set of alternatives?   |  |  |  | | --- | --- | --- | |  | a. | Open-ended questions | |  | b. | Closed-ended questions | |  | c. | Scaled-response questions | |  | d. | Ad reaction measurement | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | This is an example of an open-ended question. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/28/2017 1:34 AM | | *DATE MODIFIED:* | 7/28/2017 1:36 AM | |

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| 42. Jane Doe wants to administer a short survey on "student driving habits" to a representative sample of students at the local university. She secured a list of students from the student directory. She as-signed each student a unique number and then used a random number table to select her sample. The student directory from which Jane selected her sample of students to contact is referred to as   |  |  |  | | --- | --- | --- | |  | a. | sampling frame. | |  | b. | sampling control. | |  | c. | sampling error. | |  | d. | sampling directory. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | This is known as a sampling frame. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:36 AM | | *DATE MODIFIED:* | 7/28/2017 1:38 AM | |

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| 43. A day before elections, a local political candidate for mayor made a speech stressing several important points. To find out whether these points impacted the candidate's popularity, he needed to obtain questionnaire data from registered hometown voters. He would be advised to employ   |  |  |  | | --- | --- | --- | |  | a. | focus group interviews. | |  | b. | telephone interviews. | |  | c. | personal interview surveys. | |  | d. | a mail survey. | |  | e. | the use of a passive people meter. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | A telephone interview would be appropriate for this situation. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:38 AM | | *DATE MODIFIED:* | 7/28/2017 1:40 AM | |

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| 44. You must conduct research to find out a great deal of information about potential customers. You need a minimum of 300 people, and you know that you don't have a lot of money to conduct the re-search, so you will use   |  |  |  | | --- | --- | --- | |  | a. | in-office personal interviews. | |  | b. | in-home personal interviews. | |  | c. | focus group interviews. | |  | d. | mail questionnaire. | |  | e. | observation research. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | A mail questionnaire would be appropriate for this situation. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:40 AM | | *DATE MODIFIED:* | 7/28/2017 1:43 AM | |

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| 45. Which of the following are advantages of highly structured questionnaires?   |  |  |  | | --- | --- | --- | |  | a. | They are simple to administer. | |  | b. | They are relatively straight forward. | |  | c. | There is no need for extensive interviewer training. | |  | d. | a, b, and c are correct. | |  | e. | None of these are advantages of highly structured questionnaires. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are advantages of highly structured questionnaires. See 11-1: Structured Versus Unstructured Communication. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/28/2017 1:43 AM | | *DATE MODIFIED:* | 7/28/2017 1:45 AM | |

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| 46. Studies that rely on phone books   |  |  |  | | --- | --- | --- | |  | a. | underrepresent households that move from one geographic area to another. | |  | b. | often end up with an inadequate sampling frame. | |  | c. | might encounter a non-coverage area. | |  | d. | do not include wireless numbers. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these are true about studies that rely on phone books. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:45 AM | | *DATE MODIFIED:* | 7/28/2017 1:47 AM | |

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| 47. The survey type that makes sense for any business that caters to a unique clientele or that wants to measure service quality or satisfaction while the experience is fresh in the consumer's mind is a(n)   |  |  |  | | --- | --- | --- | |  | a. | mall intercept. | |  | b. | telephone survey. | |  | c. | inbound survey. | |  | d. | email survey. | |  | e. | personal interview. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | This would require an inbound survey. See 11-3: Methods of Administering Questionnaires. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:47 AM | | *DATE MODIFIED:* | 7/28/2017 1:49 AM | |

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| 48. One of the biggest advantages of mail questionnaires is the anonymity offered to the respondent.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:49 AM | | *DATE MODIFIED:* | 7/28/2017 1:51 AM | |

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| 49. Structure refers to how much variation is used with the data collection instrument.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/28/2017 1:51 AM | | *DATE MODIFIED:* | 7/28/2017 1:52 AM | |

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| 50. Questionnaires where everyone receives the same questions and everyone responds by choosing among the same set of possible answers are using fixed-alternative questions.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/28/2017 1:54 AM | | *DATE MODIFIED:* | 7/28/2017 1:54 AM | |

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| 51. The use of high structure greatly simplifies data coding and analysis.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/28/2017 1:55 AM | | *DATE MODIFIED:* | 7/28/2017 1:56 AM | |

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| 52. Low degrees of structure are usually associated with greater reliability, or consistency, of answers obtained.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/28/2017 1:56 AM | | *DATE MODIFIED:* | 7/28/2017 1:57 AM | |

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| 53. Disguise creates a more artificial environment in which to collect data from individuals.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.03 - Explain what is meant by disguise in a questionnaire context. | | *DATE CREATED:* | 7/28/2017 1:57 AM | | *DATE MODIFIED:* | 7/28/2017 1:58 AM | |

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| 54. Information control refers to resource issues such as the time and monetary costs of different data collection methods.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.06 - Discuss three important aspects used to compare the four different methods of administering questions. | | *DATE CREATED:* | 7/28/2017 1:58 AM | | *DATE MODIFIED:* | 7/28/2017 1:59 AM | |

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| 55. The location of personal interviews depends on the needs of the research and the convenience of the respondents.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 1:59 AM | | *DATE MODIFIED:* | 7/28/2017 2:00 AM | |

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| 56. Personal interviews offer less sample control than other approaches.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 2:19 AM | | *DATE MODIFIED:* | 7/28/2017 2:20 AM | |

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| 57. Mail surveys provide little control in verifying that a response actually came from the intended recipient.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 2:20 AM | | *DATE MODIFIED:* | 7/28/2017 2:21 AM | |

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| 58. With online surveys, the response rate is a good indicator of the quality of the research effort.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 2:21 AM | | *DATE MODIFIED:* | 7/28/2017 2:22 AM | |

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| 59. Structure refers to how much standardization is used with the data collection instrument.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/28/2017 2:22 AM | | *DATE MODIFIED:* | 7/28/2017 2:23 AM | |

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| 60. An open-ended question allows respondents to freely reply using their own words without limitations to a fixed set of possible answers.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.01 - Explain the concept of structure as it relates to questionnaires. | | *DATE CREATED:* | 7/28/2017 2:24 AM | | *DATE MODIFIED:* | 7/28/2017 2:25 AM | |

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| 61. Telephone interviews imply a direct face-to-face conversation between the interviewer and the respondent.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 2:25 AM | | *DATE MODIFIED:* | 7/28/2017 2:26 AM | |

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| 62. It is necessary to disguise a survey when knowledge of the sponsor or topic is likely to cause respondents to change their answers.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.03 - Explain what is meant by disguise in a questionnaire context. | | *DATE CREATED:* | 7/28/2017 2:26 AM | | *DATE MODIFIED:* | 7/28/2017 2:28 AM | |

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| 63. Sampling control concerns the ability to identify, reach, and receive answers from population members.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 2:28 AM | | *DATE MODIFIED:* | 7/28/2017 2:29 AM | |

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| 64. A technique used in studies using telephone interviews, in which the numbers to be called are randomly generated is called phonebook dialing.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 2:29 AM | | *DATE MODIFIED:* | 7/28/2017 2:30 AM | |

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| 65. Mall intercepts are popular for conducting personal interviews among consumers in retail shopping centers.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 2:31 AM | | *DATE MODIFIED:* | 7/28/2017 2:32 AM | |

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| 66. Response rates are higher for telephone interviews than most other methods.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 2:32 AM | | *DATE MODIFIED:* | 7/28/2017 2:33 AM | |

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| 67. When considering methods for collecting communications data, the research problem itself will often suggest one approach over the others.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.05 - Differentiate among the main methods of administering questionnaires. | | *DATE CREATED:* | 7/28/2017 2:33 AM | | *DATE MODIFIED:* | 7/28/2017 2:34 AM | |

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| 68. Compare and contrast the main methods of administering questionnaires.   |  |  | | --- | --- | | *ANSWER:* | Personal interviews imply a direct face-to-face conversation between the interviewer and the respondent, as opposed to telephone interviews. In both types, the interviewer asks the questions and records the respondents' answers, either while the interview is in progress or immediately afterward. Mail questionnaires are sent to designated respondents with an accompanying cover letter. The respondents complete the questionnaire at their leisure and mail their replies back to the research organization. Online questionnaires involve either e-mails sent to respondents, who in turn reply to the e-mail with their answers, or surveys that are completed by respondents via the Web. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 11.06 - Discuss three important aspects used to compare the four different methods of administering questions. | | *DATE CREATED:* | 7/28/2017 2:35 AM | | *DATE MODIFIED:* | 7/28/2017 2:38 AM | |