1. Primary data for the research process be collected through _______.
   
   a. Experiment
   b. Survey
   c. Both a and b
   d. None of the above

   Answer c

2. The data obtained by conducting a survey is called:
   
   a. Primary data
   b. Secondary data
   c. Continuous data
   d. Qualitative data

   Answer: a

3. The data collected from published reports is known as:
   
   a. Discrete data
   b. Arrayed data
   c. Secondary data
   d. Primary data

   Answer: c
4. A survey in which information is collected from each and every individual of the population is known as:

a. Sample survey  
b. Pilot survey  
c. Biased survey  
d. Census survey  

Answer: d

5. Data used by an agency which is originally collected are:

a. Primary data  
b. Raw data  
c. Secondary data  
d. Grouped data  

Answer: a

6. Which form of data below can usually be obtained more quickly and at a lower cost than the others?

a. Primary  
b. Survey research  
c. Experimental research  
d. Secondary  

Answer: d
7. Secondary data are ________.
   a. Collected mostly via surveys  
   b. Expensive to obtain  
   c. Never purchased from outside suppliers  
   d. Not always very usable  

Answer: d

8. Secondary data consists of information ________.
   a. That already exists somewhere and was collected for another purpose  
   b. Used by competitors  
   c. That does not currently exist in an organised form  
   d. That already exists somewhere and is outdated  

Answer: a

9. Which method could a marketing researcher use to obtain information that people are unwilling or unable to provide?
   a. Focus groups  
   b. Personal interviews  
   c. Questionnaires  
   d. Observational research  

Answer: d
10. Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering _______ information.

a. Attitudinal  
b. Personal  
c. Preference  
d. Descriptive  

Answer: d

11. Survey research is least likely to be conducted through which of the following?

a. Observation  
b. Person-to-person interactions  
c. The telephone  
d. The Web  

Answer: a

12. In marketing research, the _______ phase is generally the most expensive and most subject to error.

a. Interpreting and reporting the findings  
b. Data validation  
c. Data collection  
d. Planning  

Answer: c
13. Marketing intelligence is everyday information about developments in the marketing environment that assists marketers in their preparation of their plans and strategies. This information is obtained from a number of sources and includes which of the following?

a. Newspaper articles.
b. Sales representative feedback.
c. Competitor intelligence
d. All of the above.

Answer: d

14. What are three popular methods for obtaining primary data?

a. Experimentation; personal interview; Delphi technique.
b. Survey; interviews; experimentation.
c. Interviews and surveys; observation; experimentation.
d. Interviews and surveys; observation; Harrison methodology.

Answer: c

15. Primary data is ____________.

a. Always collected before secondary data
b. Collected for the specific purpose at hand
c. Information that already exists
d. Data collected for other purposes

Answer: b
16. For primary data to be useful to marketers, it must be relevant, current, unbiased, and ________.

a. Complete  
b. Accurate  
c. Inexpensive  
d. Collected before secondary data

Answer: b

17. ____________ method is the gathering of primary data by watching people.

a. Survey  
b. Informative  
c. Observational  
d. Experimental

Answer: c

18. Interview is an example of _____ data

a. Primary  
b. Secondary  
c. Both a and b  
d. None of the above

Answer: a
19. The existing company information is an example of which data?

a. Primary  
b. Secondary  
c. Both a and b  
d. None of the above  

Answer: b

20. Information collected from online databases is an example of ________ data.

a. Primary  
b. Secondary  
c. Observational  
d. Experimental  

Answer: b

21. Some of the advantages of secondary data are low cost, speed, availability, and flexibility.

a. True  
b. False  

Answer: a
22. To verify the quality of secondary data information, it may be necessary to know how the data were collected, what the sampling plan was, what data collection method was used, and what degree of nonresponse was experienced.

a. True
b. False

Answer: a

23. Providing the background necessary to understand the problem situation is a common use for

a. primary data
b. secondary data
c. exploratory data
d. explanatory data

Answer: b

24. If time is of the essence for a research project, the preferred contact method is:

a. Mail
b. Telephone
c. Intercept interview
d. Personal interview

Answer: b
25. If flexibility is the most important criterion for a research project, the preferred contact method is:

a. Intercept interview  
b. Telephone  
c. Focus group  
d. Personal interview

Answer: d