Marketing Research

Homework # 3

Chapters: 6 -9

Following are 33 questions, each worth three points. Indicate the answer you think best fits the question asked.

**Chapter 6: Experimentation and Causal Research**

1) \_\_\_\_\_\_\_\_ implies that the occurrence of X increases the probability of the occurrence of Y.

A) Probability

B) Causality

C) Reliability

D) Validity

E) True scores

2) Concomitant \_\_\_\_\_\_\_\_ occurs when the presumed cause and presumed effect are both present and both vary in a manner predicted by the researcher's hypothesis.

A) variation

B) probability

C) reliability

D) validity

E) measurement

3) **\_\_\_\_\_\_\_\_** is the extent to which a cause, X,and an effect, Y,occur together or vary together in the way predicted by the hypothesis under consideration.

A) The time order of occurrence of variables

B) The role of evidence

C) Concomitant variation

D) The elimination of other possible factors

4) Which of the conditions must be satisfied in order to justify the inference of a possible causal relationship between two variables?

i. Concomitant variation

ii. Time order of occurrence of variables

iii. Absence of other possible causal factors

iv. Sterile measurement environment

A) (i)

B) (i), (iii), and (iv)

C) (ii) and (iii)

D) (i) and (iv)

E) (i), (ii), and (iii)

5) The process of manipulating one or more independent variables and measuring their effect on one or more dependent variables while controlling for the extraneous variables is called a(n) \_\_\_\_\_\_\_\_.

A) experiment

B) test unit

C) hypothesis

D) theory

E) manipulation measurement

6) According to the text, experiments can be described in terms of all of the following EXCEPT \_\_\_\_\_\_\_\_.

A) independent variables

B) interdependent variables

C) dependent variables

D) extraneous variables

E) B and D

7) Experimental design is the set of experimental procedures specifying the test units and sampling procedures and all of the following EXCEPT specifying \_\_\_\_\_\_\_\_.

A) independent variables

B) dependent variables

C) plan for data analysis

D) how to control the extraneous variables

E) test stimuli

8) \_\_\_\_\_\_\_\_ variables are variables that are manipulated by the researcher and whose effects are measured and compared.

A) Dependent

B) Interdependent

C) Extraneous

D) Independent

E) Test unit

**Chapter 7: Measurement and Scaling**

1) The generation of a continuum upon which measured objects are located is called \_\_\_\_\_\_\_\_.

A) sampling

B) hypothesizing

C) scaling

D) factoring

E) continuous generation

2) Consider a scale from 1 to 100 for locating consumers according to the characteristic "attitude toward department stores." Each respondent is assigned a number from 1 to 100 indicating the degree of (un)favorableness, with 1 = extremely unfavorable, and 100 = extremely favorable. \_\_\_\_\_\_\_\_ is the actual assignment of a number from 1 to 100 to each respondent. \_\_\_\_\_\_\_\_ is the process of placing the respondents on a continuum with respect to their attitude toward department stores.

A) Measurement; Scaling

B) Scaling; Ranking

C) Scaling; Measurement

D) Ranking; Measurement

3) Which of the following is NOT one of the four primary scales of measurement?

A) nominal scales

B) ordinal scales

C) interval scales

D) random scales

E) C and D

4) A scale whose numbers serve only as labels or tags for identifying and classifying objects with a strict one-to-one correspondence between the numbers and the objects is called a(n) \_\_\_\_\_\_\_\_.

A) nominal scale

B) ratio scale

C) ordinal scale

D) interval scale

E) random scale

5) Which of the following primary scales of measurement is recognized as the most basic or limited?

A) ordinal scales

B) nominal scales

C) ratio scales

D) interval scales

E) random scale

6) According to the text, \_\_\_\_\_\_\_\_ are the simplest to use.

A) ratio scales

B) ordinal scales

C) interval scales

D) random scales

E) nominal scales

7) The most complex of the primary scales of measurement is the \_\_\_\_\_\_\_\_.

A) ordinal scale

B) interval scale

C) ratio scale

D) nominal scale

E) random scale

8) Which of the following primary scales of measurement is used for classification purposes?

A) ordinal scales

B) ratio scales

C) nominal scales

D) interval scales

E) random scales

**Chapter 8 Questionnaire and Form Design**

1) A(n) \_\_\_\_\_\_\_\_ is a structured technique for data collection that consists of a series of questions, written or verbal, which a respondent answers.

A) questionnaire

B) observation

C) focus group

D) test market

E) set of time-series questions

2) Which of the following is NOT mentioned in the text as a specific objective to consider when designing a questionnaire?

A) translate the researcher's information needs into a set of specific questions that respondents are willing and able to answer

B) minimize demands imposed on respondents

C) minimize response error

D) collect demographic information that can be used in later direct mail campaigns

E) minimize item nonresponse

3) Which of the following is NOT an objective of a questionnaire?

A) A questionnaire must translate the information needed into a set of specific questions that the respondents can and will answer.

B) Questionnaire data must be easy to analyze.

C) A questionnaire must uplift, motivate, and encourage the respondent to become involved in the interview, to cooperate, and to complete the interview.

D) A questionnaire should minimize response error.

4) Which of the following is the first step in the questionnaire design process?

A) specify the information needed

B) specify the type of interviewing method

C) determine the content of individual questions

D) decide on the question structure

E) segment the customer base

5) Which of the following is the last step in the questionnaire design process?

A) arrange the questions in proper order

B) eliminate bugs by pretesting

C) identify the form and layout

D) reproduce the questionnaire

E) present the results to the client

6) According to the text, a single question that attempts to cover two issues is called a \_\_\_\_\_\_\_\_.

A) filtered question

B) double-barreled question

C) random question

D) coefficient question

E) two-issue query

7) Deciding if a question is necessary or if several questions are needed rather than one are decisions involved with \_\_\_\_\_\_\_\_.

A) determining the order of scales

B) choosing question wording

C) choosing question structure

D) individual question content

E) minimizing item nonresponse

8) Which of the following is NOT mentioned in the text as a reason people typically cannot answer a survey question?

A) They may not be informed.

B) They may not remember.

C) They may not be able to articulate certain types of responses.

D) All of the selections represent a reason people typically cannot answer a survey question.

E) B and C

**Chapter 9 Sampling: Design and Procedures**

1) In sampling, a(n) \_\_\_\_\_\_\_\_ is the object or person about which or from which the information is desired.

A) element

B) incident

C) hypothesis

D) census

E) information unit

2) Objects that possess the information the researcher seeks and about which the researcher will make inferences is called a(n) \_\_\_\_\_\_\_\_.

A) incident

B) element

C) hypothesis

D) census

E) inference unit

3) According to the text, in survey research, the element is usually the \_\_\_\_\_\_\_\_.

A) questionnaire

B) interviewer

C) respondent

D) product

E) Metropolitan Statistical Area (MSA)

4) A(n) \_\_\_\_\_\_\_\_ is the total of all the elements that share some common set of characteristics.

A) sample

B) population

C) inference

D) hypothesis

E) elements

5) The aggregate of all elements, sharing some common set of characteristics, which comprise the universe for the purpose of the marketing research problem, is called the \_\_\_\_\_\_\_\_.

A) sample

B) inference

C) hypothesis

D) population

E) element aggregate

6) A(n) \_\_\_\_\_\_\_\_ involves a complete count of each element in a population.

A) census

B) sample

C) element

D) sampling unit

E) count

7) A complete enumeration of the elements of a population or study objects is called a(n) \_\_\_\_\_\_\_\_.

A) sample

B) element

C) census

D) sampling unit

E) count

8) A(n) \_\_\_\_\_\_\_\_ is a subgroup of the elements of the population selected for participation in the study.

A) census

B) element

C) incident

D) sample

E) segment

9) Which of the following conditions does NOT favor the choice of using a sample over a census?

A) small budget

B) Time available is short.

C) Population size is large.

D) Variance in the characteristic of interest is low.

E) Cost of sampling error is high.