

# ADVERTISING AND MARKETING RESEARCH SEM VI- ENG- 2020

Attempt only 40 out of 50 questions .

Each Question 1.5 Mark

Total Marks - 60.

Time - 1 Hour

\* Required

1. Email \*

---

2. Student ID : \*

---

3. Student Seat No. \*

---

4. Student Full Name ( surname first name middle name ) \*

---

5. 1. Literature review is

*Mark only one oval.*

- ☐ Recap of the study
- ☐ information
- ☐ ecaluation of the research
- ☐ simple summary of the research

6. 2. Detail blueprint of research is called as.....

*Mark only one oval.*

- ☐ Research proposal
- ☐ Research design
- ☐ data collection
- ☐ hypothesis

7. 3. \_\_\_\_\_ research deals with understanding of the science, art and technology of enclosing or protecting products for distribution, storage, sale and use.

*Mark only one oval.*

- ☐ Pricing research
- ☐ Branding research
- ☐ product research
- ☐ packaging research

8. 4. \_\_\_\_\_ research is the gathering of primary data by watching people.

*Mark only one oval.*

- ☐ survey
- ☐ informative
- ☐ observational
- ☐ experimental

9. 5. The objective of \_\_\_\_\_ research is to gather preliminary information that will help define the problem and suggest hypotheses.

*Mark only one oval.*

- ☐ Exploratory
- ☐ Descriptive
- ☐ casual
- ☐ primary

10. 6. which of the following are not categories of marketing research?

*Mark only one oval.*

- ☐ Pricing research
- ☐ market research
- ☐ sales and distribution research
- ☐ hypothesis

11. 7. What are the two major advantages of collected data through telephone interviews?

*Mark only one oval.*

- ☐ Cost and speed of data collection
- ☐ cost and responses rate
- ☐ sample control and speed of data collection
- ☐ Control of interviewer effects and quantity of data collected

12. 8. copy testing is also known as

*Mark only one oval.*

- ☐ pre testing
- ☐ copywriting
- ☐ concurrent writting
- ☐ preview

13. 9. Which of the following is a qualitative research technique?

*Mark only one oval.*

- ☐ observation
- ☐ experimentation
- ☐ postal questionnaire
- ☐ focus group

14. 10. As part of a university project, Amit stood outside a cinema and counted the people going in. He recorded men, women and children separately and noted how many were in each group. Which research technique was he using?

*Mark only one oval.*

- ☐ survey
- ☐ focus group
- ☐ observation
- ☐ case study

15. 11. Which method is one of the most widely-used quantitative methods in Marketing Research?

*Mark only one oval.*

- ☐ pricing research
- ☐ new product research
- ☐ existing product research
- ☐ conjoint analysis

16. 12. \_\_\_\_\_ is called pre-assumption of the expected result of the research

*Mark only one oval.*

- ☐ expenditure
- ☐ hypothesis
- ☐ research problem
- ☐ research design

17. 13. \_\_\_\_\_ is defined as an in-depth study of an individual or group of individuals

*Mark only one oval.*

- ☐ survey
- ☐ case study
- ☐ observational
- ☐ experimental

18. 14. Which of the following statements is correct when designing a questionnaire?

*Mark only one oval.*

- ☐ Keep the questions long and detail
- ☐ Keep the questions short to ensure the survey is completed
- ☐ Ask 'leading' questions
- ☐ Avoid 'closed' questions

19. 15. A statement whose validity is tested on the basis of a sample is called?

*Mark only one oval.*

- ☐ null hypothesis
- ☐ statistical hypothesis
- ☐ simple hypothesis
- ☐ composite hypothesis

20. 16. What is the purpose of doing research?

*Mark only one oval.*

- ☐ to identify problem
- ☐ to copy data
- ☐ to data testing
- ☐ as activity

21. 17. What is the need for Product Research?

*Mark only one oval.*

- ☐ Quick and correct decision making
- ☐ Planning and execution of marketing plan
- ☐ To understand consumer's taste and preferences
- ☐ Effective Solutions

22. 18. Which of the one is the methods of Packaging Research:

*Mark only one oval.*

- ☐ stimulated display
- ☐ shopper behaviour research
- ☐ pre test
- ☐ conjoint analysis

23. 19. \_\_\_\_\_ type of concept testing represent product ideas that are presented to consumers in verbal or visual form:

*Mark only one oval.*

- ☐ concept screening test
- ☐ concept test
- ☐ pre-market test
- ☐ product testing

24. 20. \_\_\_\_\_ test is an example of an advertising campaign between competitors namely Pepsi and Coca-Colaas the two are considered at one times.

*Mark only one oval.*

- ☐ On Air
- ☐ comparison
- ☐ readability
- ☐ concurrent

25. 21. If you have an incomplete list of the population you may not be able to sample every member of the \_\_\_\_\_. \*

*Mark only one oval.*

- ☐ population  
☐ sample  
☐ census  
☐ unit

26. 22. Using random samples checks \_\_\_\_\_ validity.

*Mark only one oval.*

- ☐ external  
☐ internal  
☐ reliability  
☐ verb

27. 23. When sample have an equal chance of getting selected then it is \_\_\_\_\_ sampling technique.

*Mark only one oval.*

- ☐ random sampling  
☐ purposive sampling  
☐ handpicked sampling  
☐ conveninet sampling

munotes.in

28. 24. What is involved in "purposive sampling"?

*Mark only one oval.*

- ☐ Using a random numbers table to select a representative sample of people
- ☐ Deciding on a sampling strategy early on and pursuing it relentlessly
- ☐ Strategically selecting respondents who are likely to provide relevant data
- ☐ deciding randmoly

29. 25.. Taking every tenth or twentieth name from a list is example of \_\_\_\_\_ sampling techniques

*Mark only one oval.*

- ☐ purposive sampling
- ☐ simple random sampling
- ☐ systematic sampling
- ☐ volunteer sampling

30. 26. All good research aims at

*Mark only one oval.*

- ☐ betterment of society
- ☐ developing generalizations
- ☐ theories and principles
- ☐ solving routine problems having fun

31. 27. Which of the following is a disadvantage of qualitative interviewing relative to participant observation?

*Mark only one oval.*

- ☐ It has a more specific focus
- ☐ It is more ethically dubious, in terms of obtaining informed consent
- ☐ It may not provide access to deviant or hidden activities
- ☐ It does not allow participants to reconstruct their life events

32. 28. \_\_\_\_\_ is always placed after completion of the thesis.

*Mark only one oval.*

- ☐ notes
- ☐ food notes
- ☐ bibilography
- ☐ end notes

33. 29. \_\_\_\_ is most likely to yield quantitative data.

*Mark only one oval.*

- ☐ Administered survey
- ☐ In-depth interviews
- ☐ Focus group
- ☐ Field observation

34. 30. Which of the following is not an advantage of content analysis?

*Mark only one oval.*

- ☐ It allows us to observe otherwise inaccessible populations at first hand
- ☐ It is a transparent technique
- ☐ It allows us to track changes in media representations over time
- ☐ It is a non-reactive method

35. 31. A question bank is a useful resource for:

*Mark only one oval.*

- ☐ Studying the way questions have been successfully used in previous surveys
- ☐ Stealing other people's questions without their permission
- ☐ Learning more about your topic so that you can devise leading questions
- ☐ learning about subject related to questions

36. 32. Quantitative content analysis is an approach that aims to:

*Mark only one oval.*

- ☐ Objectively and systematically measure the content of a text
- ☐ Engage Audience
- ☐ Engage in a critical dialogue about ethical issues in research
- ☐ Engage people

37. 33. The split-half method is used as a test for:

*Mark only one oval.*

- ☐ stability
- ☐ External validity
- ☐ Internal consistency
- ☐ Inter-observer consistency

38. 34. In group interview there are \_\_\_\_\_

*Mark only one oval.*

- ☐ One interviewer and one interviewee
- ☐ More than one interviewer and one interviewee
- ☐ One interviewer and more than one interviewee
- ☐ More than One interviewer and more than one interviewee

39. 35. Which of the following is non-probability sampling?

*Mark only one oval.*

- ☐ snowball
- ☐ random
- ☐ cluster
- ☐ stratified

40. 36. Which ONE of the following is a 'danger' specifically relevant with reporting pre-tests of advertising research?

*Mark only one oval.*

- ☐ respondents are ambiguous
- ☐ deadlines are tight
- ☐ ethics are broken
- ☐ visual can mislead

41. 37. Advertising research is usually carried out with:

*Mark only one oval.*

- ☐ buyers of the product
- ☐ users of the product
- ☐ the target audience
- ☐ shareholders

42. 38. Research should measure advertisements against:

*Mark only one oval.*

- ☐ communication objectives
- ☐ management objectives
- ☐ marketing objectives
- ☐ research objectives

43. 39. Copy research method measuring actual behaviour of consumers through \_\_\_\_\_.

*Mark only one oval.*

- ☐ Recall test
- ☐ concept test
- ☐ direct response
- ☐ monadic testing

44. 40. Which among the following is the right sequence of copywriting process?

*Mark only one oval.*

- ☐ planning, research, organisation, writing, checking, proof reading, editing, revision
- ☐ research, planning, organisation, writing, checking, proof reading, editing, revision
- ☐ planning, research, organisation, writing, checking, editing, proof reading, revision
- ☐ research, planning, organisation, writing, checking, editing, proof reading, revision

45. 41. The first step in the marketing research process is:

*Mark only one oval.*

- ☐ Defining the problem
- ☐ Gathering the budget necessary to conduct the research
- ☐ Establishing the need for marketing research
- ☐ Getting approval from top management to do research

46. 42. Which of the following is not a type of research design?

*Mark only one oval.*

- ☐ Exploratory research
- ☐ causal research
- ☐ descriptive research
- ☐ research data

47. 43. Eye pupil's dilation is used as a test for

*Mark only one oval.*

- ☐ Voice pitch analysis
- ☐ Sales effect test
- ☐ Attitude test
- ☐ Physiological test

48. 44. After the running of advertising the testing is done to measure the effectiveness is called \_\_

*Mark only one oval.*

- ☐ reaction test
- ☐ post testing
- ☐ portfolio test
- ☐ mock magazine test.

49. 45. Writing text for advertisements is called:

*Mark only one oval.*

- ☐ As writing
- ☐ art production
- ☐ illustration
- ☐ copywriting

50. 46. \_\_\_\_\_ data are first-hand information collected.

*Mark only one oval.*

- ☐ Primary
- ☐ secondary
- ☐ census
- ☐ finance

51. 47. \_\_\_\_\_ questionnaires are those which pose definite and concrete questions.

*Mark only one oval.*

- ☐ close-ended
- ☐ structured
- ☐ additional
- ☐ flexible

52. 48. Features of qualitative research are

*Mark only one oval.*

- ☐ Researcher may know very little
- ☐ The Researcher has to conduct the gathering of data himself
- ☐ hypothesis
- ☐ report

53. 49. One of the main Objectives of Marketing is

*Mark only one oval.*

- ☐ Understanding the needs of the costumer
- ☐ Understanding the needs of Ad agency
- ☐ Understanding the functions of Copywriting
- ☐ Understanding the process of Ad making

54. 50. \_\_\_\_\_ is the first step in Research

*Mark only one oval.*

- ☐ Formulating the research problem
- ☐ sampling design
- ☐ data collection
- ☐ choice of research design

This content is neither created nor endorsed by Google.

Google Forms

[munotes.in](https://munotes.in)