LVA Nr. 417 132 name: _____
Marketing Research – Theory #: _____
Quiz 1 – Group A
12/14/2001

Please clearly mark the right answer for each of the following multiple choice questions (only one single answer per question allowed)!

1. **Which of the following statements about attitude is false?**
   a) represents a predisposition to respond to an object
   b) attitude changes readily over time
   c) attitude is a latent variable that produces consistency in behaviour
   d) attitude has a directional quality
   e) all of the statements are true
   f) all of the statements are false

2. **The basic objective in multidimensional scaling is to:**
   a) plot m stimuli in (m-1) dimensional space
   b) plot m stimuli in two-dimensional space
   c) determine an arbitrary configuration of points in space which have a nice geometrical shape
   d) determine how a multidimensional configuration can be captured by a numerical score
   e) characterize people's perceptions of the similarity of objects and their preferences among objects in a multidimensional space
   f) all of the above
   g) none of the above

3. **Kruskal's stress:**
   a) is an index of variation
   b) is a measure of central tendency
   c) is a lack of fit index
   d) is an index of reproducibility
   e) is an index of dispersion
   f) none of the above

4. **The computer output of a conjoint analysis provides which of the following:**
   a) the respondent's preference for each object or brand
   b) the respondent's perception of each object or brand
   c) the respondent's utility for each attribute or product feature
   d) the mapping of perceptions and preferences
   e) none of the above

5. **A researcher wants to study the effects of social class on consumption behaviour. He establishes three different categories of social class in terms of amount of income. He then assigns each field worker a specified number of interviews with people in each income category although the interviewers are allowed to select who they interview. This is an example of:**
   a) probability sampling
   b) area sampling
   c) systematic sampling
   d) quota sampling
   e) random sampling
   f) none of the above

./.

6. **The sampling distribution of a statistic refers to:**
    a) the distribution of all possible sample values of the statistic which could be drawn from the parent population under the specified sampling plan
    b) the distribution of the variable in the parent population
    c) the distribution of the variable in a particular sample
    d) the spread of the variable in the parent population
    e) the unbiased nature of most sample statistics
    f) none of the above

7. **You know that consumers with high incomes show a much greater variability in their consumption of a given good than those with low incomes. What type of sample would produce the most efficient estimate of the average consumption per individual?**
    a) simple random sample
    b) disproportionate stratified sample
    c) quota sample
    d) systematic sample
    e) none of the above

8. **Which of the following is essentially a sampling frame problem?**
    a) refusals
    b) no one at home
    c) observation errors
    d) noncoverage errors
    e) designated respondent not at home when interviewer calls
    f) none of the above

9. **When sampling from lists, three problems are commonly encountered: both ineligibles and duplicates are included on the list, while some members of the target population are excluded. These are examples of:**
    a) coverage errors
    b) response errors
    c) data collection errors
    d) office processing errors
    e) sampling errors
    f) none of the above

10. **A researcher conducting a mail survey develops a number of subgroups by noting the order of those responding: e.g., group 1, those responding after initial contact; group 2, those responding after follow-up, etc.**
    Statistics are then computed to see if there are any significant differences between the groups. If there is no significant trend the mean for the nonrespondents and respondents is _____. If there is a significant difference the researcher _____.
    a) biased; scraps the project and starts all over again
    b) assumed the same; extrapolates to allow for the respondents
    c) assumed equal; assumes the nonrespondents are like the respondents
    d) assumed different; extrapolates to allow for the nonrespondents
    e) assumed equal; extrapolates to allow for the nonrespondents
    f) none of the above