



**CMOR-MRA Interviewer Training Modules**  
"The Interviewing Process" Exam

Name: \_\_\_\_\_

1. The "gatekeeper" in a business-to-business (B2B) survey is the person you need to speak with prior to reaching the respondent:
- a) True
  - b) False

2. Write an example of each of the following types of questions:

a) Unaided: \_\_\_\_\_

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b) Aided: \_\_\_\_\_

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3. What is the "screener" portion of the interview?

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4. Leading (or biasing) an interview may occur when:

- a) You interpret the respondent's answers
- b) You tell the respondent the name of the survey sponsor
- c) You explain the meaning of a question
- d) You do not read the survey questions verbatim
- e) All of the above
- f) None of the above

5. It is acceptable to ask the respondent to pause while you record their answers

- a) True
- b) False



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**6. An “Other: Specify” response category is included for some questions because:**

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**7. Fill in the blanks from the interviewer code of standards:**

1. will convey to respondents the importance of their opinions and \_\_\_\_\_.
2. will interview only those people who qualify according to \_\_\_\_\_ specifications.
3. will avoid leading or \_\_\_\_\_ respondents.
4. will respect the client's \_\_\_\_\_.
5. will \_\_\_\_\_ the questions as written and directed.
6. will record \_\_\_\_\_ accurately.
7. will make all efforts to get full and \_\_\_\_\_ answers from respondents.

**8. One way to get clarification from a respondent is by:**

- a) Conversing with them
- b) “Probing” their answers
- c) Offering an example of a complete answer
- d) All of the above
- e) None of the above

**9. Write an example of an open-ended question:**

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