



CMOR-MRA Interviewer Training Modules

"The Interviewing Process" Exam

Answer Key

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: _____

b) Aided: _____

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

This section contains the qualifying questions. These questions assure the respondent meets the criteria to participate in the study.

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

6. An "Other: Specify" response category is included for some questions because:

A: "Other: specify" options are included when the given response options may not cover all possible answers. "Other: specify" options should be used by the interviewer to add-in an answer not already available in the pre-coded list.



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7. 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

8. Fill in the blanks from the interviewer code of standards:

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

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