



CMOR-MRA Interviewer Training Modules
Basics of Interviewing Exam
Answer Key

1. Match the term with its proper definition:

- Research **b** a. is a view, judgment or appraisal formed in the mind.
- End User **c** b. is a scholarly or scientific inquiry
- Opinion **a** c. person or company requesting the research
- Market Research **d** d. is the process of collecting data and analyzing information required to address business issues.

2. True or False: The interviewer is the key person in the process of collecting and analyzing data.

A: *True.*

3. The *respondent* is the person who is interviewed in the survey.

4. The interviewer conveys to the respondent the value of his/her participation and that *their opinion counts*.

5. What are two basic types of research?

A: *quantitative; qualitative*

6. *Quantitative* research statistically estimates the viewpoints or habits of a population, based on a large number of people surveyed.



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7. *Qualitative* research is an in-depth look into understanding an issue, often using a small group of people.

8. What is the definition of the term methodology?

A: Methodology is the specifications used to collect the data, such as the size and nature of the people surveyed, the questions to ask and how they are asked, the frequency of response, and the way the data will be analyzed and reported.

9. Name the various methods or locations where surveys can be done.

A: central location, on-site/in-person, intercept, internet, telephone, mail

10. Match the terms with their definition:

Qualifying ___c___

Sample ___a___

Dispositions ___e___

Refusal ___d___

Script ___b___

a. subgroup of a population selected for study

b. specific questions asked in a survey.

c. asking questions to see if a person is eligible to do the survey.

d. respondent decides to terminate a contact.

e. record of the results of a contact.



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11. Organize the parts of the survey below into the correct order a survey usually follows:

Screener	_____ <i>Intro</i> _____
Thank You	_____ <i> Screener</i> _____
Demographics	_____ <i>Main Questions</i> _____
Intro	_____ <i>Demographics</i> _____
Main Questions	_____ <i>Respondent Info</i> _____
Respondent Info	_____ <i>Thank You</i> _____

12. What is a skip pattern?

A: *The answer to one question leads to skipping the next question or questions.*

13. What is rotation?

A: *Varying the list of answers so no one answer receives more favorable response.*

14. True or False. A briefing is a training conducted to explain the study purpose and scope.

A: *True.*

15. What is the meaning of verbatim?

A: *read every question word for word every time; record every answer word for word every time*



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16. Tone, pitch, inflection, pace or rate are all qualities of an interviewer's *voice*.
17. True or False: Listening is one of the most important aspects of an interviewer's job.
A: *True*.
18. There are two kinds of questions: *open-ended* and *close-ended*.
19. *Probes* are additional questions used to elicit a more complete answer.
20. *Clarification* asks for more information from a vague or unclear answer.
21. Influencing an answer in a survey is called *bias*.
22. The procedure to confirm data gathered in a survey is *validation*.
23. Observing, auditing and checking and interview to assure procedures are followed and feedback is given is called *monitoring*.
24. True or False: Confidentiality is not required of interviewers in the survey process. *False*.
25. True or False: Research companies are included under Do Not Call laws.
False.