



CMOR-MRA Interviewer Training Modules

Coaching Other Performance Measures Exam

Name: _____

1. **“CPH” stands for”**
 - a) Contacts Per Hour
 - b) Completes Per Hour
 - c) Callbacks Per Household
 - d) None of the above

2. **“CPH” is a standard metric that allows interviewers to gauge their effectiveness and performance:**
 - a) True
 - b) False

3. **Dialing speed may effect CPH**
 - a) True
 - b) False

4. **When you divide the # of connected calls by the # of refusals you can calculate your:**
 - a) Outcome rate
 - b) Response Rate
 - c) Cooperation rate
 - d) None of the above

5. **Bob connected to a person on 4 of his calls; in 3 of the cases the respondent refused to complete his survey. His refusal rate is:**
 - a) 75%
 - b) 25%
 - c) 18%
 - d) Cannot be calculated with available information.
 - e) None of the above

6. **A “refusal conversion” is a case where a respondent initially begins a survey, but hangs-up mid way through.**
 - a) True
 - b) False



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7. A “refusal rebuttal” is a statement that an interviewer uses in order to convince a respondent to participate (after that respondent initially refuses).
- a) True
 - b) False
8. When a respondent asks to be called at a later time, it is known as a:
- a) Soft refusal
 - b) Break-off
 - c) Non-contact
 - d) Call-back
9. Bias during the interview process occurs when the interviewer influences the respondents decisions:
- a) True
 - b) False
10. Bias may be avoided by:
- a) Reading the script verbatim
 - b) Not expressing emotion at respondents selections
 - c) Informing respondents of facts when they do not know something
 - d) All of the above
 - e) “a” and “b” but not “c”
11. “Probing” respondents for more detail about their answers leads to bias:
- a) True
 - b) False
12. “Clarifying” is when an interviewer asks the respondent to explain their answer in more detail:
- a) True
 - b) False