



CMOR-MRA Interviewer Training Modules

Evaluating Introductions

Answer Key

1. There are two separate components to evaluating introductions, they are:
 - 1) **Technical Expertise**
 - 2) **Delivery**

2. Building rapport and trust with the respondent will improperly bias survey results:
 - a) True
 - b) **False**

3. The majority of all refusals occur during introductions:
 - a) **True**
 - b) False

4. An effective introduction includes:
 - a) A conversation between respondent and interviewer
 - b) **Answered objections with right cue/probe**
 - c) Both "a" and "b"

5. The term "rapport" is used to denote:
 - a) The tempo or speed the interviewer reads a script
 - b) Whether the interviewer was aggressive or assertive
 - c) How well the interviewer enunciates their words
 - d) **None of the above**

6. Qualities of an interviewer's voice include:
 - a) Volume
 - b) Pitch
 - c) Tone
 - d) Rapport
 - e) All of the above
 - f) **"a," "b," and "c" but not "d"**

7. Your "pace" should match the respondent's pace:
 - a) **True**
 - b) False



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8. Voice modulation is:

- a) Whether voice sounds natural
- b) Whether voice sounds monotone
- c) Whether interviewer sounds sincere/legitimate
- d) **All of the above**
- e) None of the above

9. An interviewer should be aggressive getting a respondent to participate in an interview:

- a) True
- b) **False**