



**CMOR-MRA Interviewer Training Modules
History of Marketing Research**

Name: _____

1. _____ sell goods or services, or solicit funds.

2. _____ obtain information and opinions.

3. True or false (circle one): researchers do not send unsolicited faxes.

4. True or false (circle one): researchers are not included in state or federal do not call laws.

5. List a couple of questions that research can answer for companies or organizations?

6. Name some ways in which survey data can be collected (what methodology can be used)?



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7. Survey design depends on the problem that has been defined and the

8. Explain the 10th man rule in your own words:

9. _____ is the process of selecting the people to be included in the study.

10. Selecting a random group of people in an area to give opinions for thousands of people who won't be selected is called a _____ sample.

11. A study is only as good as the _____ collected.



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12. The _____ relies on the interviewer to ask the questions accurately, and the _____ relies on the interviewer to record the answers correctly.

13. List several procedures that are a key to an interviewer's success:

14. True or false (circle one): refusals are holding steady in conducting research in the past few years.

15. Respondents want to trust the interviewers, and will do so if the interviewer (select two attributes, mark with "x"):

Is: fast_____ articulate_____ happy_____ personable_____

Speaks slowly_____ speaks clearly_____ speaks loudly_____