



CMOR-MRA Interviewer Training Modules
History of Marketing Research
Answer Key

1. ***Telemarketers*** sell goods or services, or solicit funds.

2. ***Researchers*** obtain information and opinions.

3. True or false (circle one): researchers do not send unsolicited faxes.
A: ***False. Researchers can send unsolicited faxes.***

4. True or false (circle one): researchers are not included in state or federal do not call laws.
A: ***True. This law only covers telemarketers.***



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

A: Any of these answers would be correct:

Marketing research

- What products or services do people want? What will they spend money on?*
- Is timing right for product/service introduction?*
- What is the initial reaction to a new product?*
- How effective/memorable is the advertising?*
- Why buy the product/who buys the competition's product?*
- Why do people buy the product?*
- How is customer satisfaction with services/products?*

Political/opinion polling

- What are voter opinions on local, state and national issues?*
- What are voter intentions/reactions for elections?*
- What are citizen reactions to news/events?*
- What are the important issues/ what issues are people aware of?*

Government

- What is public access/use to/of services?*
- Where should public funding be directed?*
- What legal protections are needed?*
- What government issues are important/people aware of?*
- What are behaviors affecting government programs (e.g. smoking)?*

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

A: Telephone, mail, internet, focus group, in-person (home, mall, in retail stores, restaurants, movie theatres, etc.)

7. Survey design depends on the problem that has been defined and the information that needs to be obtained.



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

A: Survey questions must be worded so that the 10th man understands what is asked where comprehension or education is low, even if the 9 previous people understood the question and may be impatient.

9. *Sample selection* 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 *representative* sample.

11. A study is only as good as the *data* collected.

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

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

A: Any of these procedures would be correct:

- Interview only those who are qualified*
- Respect client confidentiality*
- Read questions as written*
- Record responses accurately*
- Refrain from giving your own opinions or offering*
- Comments*
- Avoid leading or biasing the respondent*
- Project an enthusiastic and confident tone*
- Speak clearly*
- Convey to respondents the importance of their opinions and participation*

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

A: False. Refusals have been steadily increasing



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

Is: fast _____ articulate x happy _____ personable x

Speaks slowly _____ speaks clearly x speaks loudly _____