**Marketing Research Quiz**

Mark: /10

1. Answer whether following statement is true or false (1 mark):

If your objective was to understand the characteristics of typical customers, then you must transform your raw results in to information that will enable you to paint a clear picture of your customers.

True / False

1. Design in which the major emphasis is on gaining ideas and insights. (1 mark)
2. Casual research b) Descriptive research c) Exploratory research

d) Secondary research

1. Explain the difference between primary and secondary data (2 marks):
2. Define qualitative data (1 mark):
3. Provide an example of qualitative research question (1 mark):
4. Turn the following qualitative research question into a question that is quantifiable (1 mark):

What is your favorite type of food?

1. Fill in the blanks (3 marks):

Steps of Marketing Research Process

1. Defining Objective and Problem
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Sampling and Collecting Data
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. Drawing a conclusion
7. Communicating Results

\*Bonus Question What is the #1 global fashion brand? (Norman’s presentations) \_\_\_\_\_\_\_\_\_\_\_\_\_