The book I am using for this is, McDaniel, C. & Gates, R. (2011). Marketing Research (Ed 9).

1. "Don't know" and "neutral" mean the same thing in a ratings scale.

A. True

B. False

2. In the marketing research process, the questionnaire precedes survey objectives and comes after data analysis.

A. True

B. False

3. Closed-ended questions require less time to prepare for data processing than open-ended questions.

A. True

B. False

4. Stratified sampling is a type of probability sampling.

A. True

B. False

5. For exploratory research, higher levels of sampling error may be acceptable

A. True

B. False

6. The median is always higher than the mean for a set of data.

A. True

B. False

7. If the alternative hypothesis is supported, the researcher concludes there are significant differences in the phenomenon being measured.

A. True

B. False

8. The dependent variable in a regression analysis is always plotted on the vertical axis.

A. True

B. False

9. Bivariate analysis is the same thing as multivariate analysis.

A. True

B. False

10. If the goal of an analysis is to group respondents into mutually exclusive and collectively exhaustive subgroups, the preferred procedure would be cluster analysis.

A. True

B. False

11. The independent variables in multiple regression should not be correlated with each other.

A. True

B. False

12. Multiple regression analysis and factor analysis both involve the use of an dependent variable.

A. True

B. False

13. Collinearity is a situation in which independent variables are heavily correlated with each other.

A. True

B. False

14. Persuasion should never be used in the personal presentation of a marketing research report.

A. True

B. False

15. A major problem with the effective use of marketing research information is that different marketing managers use and value research information differently.

A. True

B. False

16. Top management's support and approval of marketing research has little to do with how effectively the results of the report are utilized by middle marketing managers.

A. True

B. False

17. Low involvement by a client with a marketing research supplier may result in the results of a marketing report not being used.

A. True

B. False

18. The quality of the marketing research report often determines whether or not the marketing research supplier is retained for another project, irrespective of other project aspects.

A. True

B. False