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Question with  
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preparation of MBA,  
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Marketing Research  
MCQ. 1. In a local  
market, which one of  
the following is not  
likely to be sold? a.

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Meat b. Fruits c.

Transformers

(electric) d. Grocery

items Ans. (c) 2.

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questions. Primary



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research is: ... If

Company A outsources a project to a full service marketing research company to help determine if it should launch a new product into a new market, Company A should expect the research company to:

**Multiple-Choice**

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## **Answers ...**

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design Multiple choice  
and True or false 1.

Which of these count  
as data? a. The  
number of males and  
females in a group b.  
The number of  
employees in an  
organization c. A tape  
recorded interview d.

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A poster for a brand of coffee e. All of these 2.

Multiple Choice

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competitive exams.

These Marketing

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and brand  
development .

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intermediaries.

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communications.

Chapter 12. Managing  
the marketing effort in

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a global environment

Research

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numerical/Alphabets

but does not hold any

significant difference

in the research. It is

mainly used in

qualitative research. It

can be used to

answer open-ended

and multiple-choice

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questions. An example of Nominal research is Identifying the address with the help of Zipcode, Blood group, Political party, Eye color. 2) Ordinal level of Measurement in research: The second measurement is the ...

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Take the quiz test  
your understanding of  
the key concepts  
covered in the  
chapter. Try testing  
yourself before you  
read the chapter to  
see where your  
strengths and  
weaknesses are, then  
test yourself again  
once you've read the

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chapter to see how well you've understood.1.

'Marketing research' can be a broader term than 'market research', covering research into the whole of the ...

## **Multiple Choice Quiz**

### **| Online Resources**

MCQs Marketing.

This post covers

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Marketing multiple choice questions with answers and explanation. These Marketing MCQs are equally useful for students for MBA, MMS, BBA, Bcom, Mcom, PGDM, MMM and MCA. This can also be used for the preparation of UGC NET, SET, PhD, CET and other entrance

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exams. Subjects like Basic of Marketing, Principles of Marketing, Fundamentals of Marketing and Marketing Management are covered under this MCQ set.

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with Answers &  
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research Chapter 3.

Secondary data

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data Chapter 5.

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Multiple Choice

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## **Marketing Chapter**

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## **Multiple Choice Quiz Questions ...**

Marketing Multiple  
Choice Questions  
with Answers or  
Marketing Objective  
Type Questions and  
Answers on  
Marketing. 1.  
“Benchmark”

means \_\_\_\_\_  
. (1) Benches for  
customers to sit.

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- (2) Set standards. (3) Benches for salesmen to sit. (4) Products displayed on a bench. (5) All of the above.

## Answers **200 + Marketing Objective Type Question and Answers**

14) Which form of marketing research is flexible, allows for explanation of difficult

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questions, and lends itself to showing products and advertisements? a)

Personal interviewing  
b) Ethnographic research c)

Observational research d) Online interviewing e) Phone interviewing 15)

Which of the following is a disadvantage of online focus groups?



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