

Chapter 4 Quiz

Question 1

1 out of 1 points



The College of Business wants to survey students about online classes. Let's pretend the student population of business majors is roughly 30% marketing majors, 15% finance majors, 20% accounting majors, and 25% management majors, and 10% fashion and construction management majors. If 100 students were surveyed, _____ should be marketing majors and _____ should be accounting majors.

Selected Answer: 30;
20

Question 2

1 out of 1 points



A valid study

Selected Answer: measures what it is supposed to.

Question 3

1 out of 1 points



Which of the following is NOT a purpose of marketing research?

Selected Answer: Gather random data

Question 4

1 out of 1 points



Kraft Foods hosts groups of 12 people at their corporate research facility to discuss what kinds of snacks they're most interested in buying. This is best described as _____.

Selected Answer: focus groups

Question 5

1 out of 1 points



Patrick recently conducted marketing research to make a better decision about the operating hours of his Springfield restaurant, Thai Express. The responses from all four of the focus groups were consistent; the restaurant should be open on Sunday for lunch. However, when Patrick opened his restaurant for Sunday lunch the entire month of June, he had hardly any customers. It seems Patrick's research was _____, but not _____.

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Robert R. Redfield



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