**Chapter 6: Traditional Survey Research**

**Multiple Choice**

1. Which of the following is *not* a reason surveys have a high rate of usage in marketing research?

a. the need to know why certain things are done or not done

b. the need to know who does certain things

c. the need to explain cause and effect relationships

d. the need to know how consumers make decisions

e. All are reasons for the high rate of usage of surveys in marketing research.

Answer: c

1. Collecting information such as consumer demographics and lifestyle characteristics would be illustrative of which reason for the high usage of surveys in marketing research?

a. The need to know why certain things are done or not done

b. The need to know who does certain things

c. The need to explain cause and effect relationships

d. The need to know how consumers make decisions

e. All are reasons for the high rate of usage of surveys in marketing research

Answer: b

1. The difference between the sample value and the true value in the population under study is referred to as \_\_\_\_\_\_\_.

a. sampling error

b. random error

c. measurement error

d. chance correlation

e. none of these

Answer: a

1. \_\_\_\_\_\_\_\_\_\_\_\_\_ results from mistakes or problems in the research design.

a. Systematic error

b. Processing error

c. Interviewer error

d. Random error

e. None of these

Answer: a

1. When a researcher uses an incomplete sampling frame for a study, this is referred to as \_\_\_\_\_\_\_\_\_\_.

a. surrogate information error

b. selection error

c. frame error

d. none of these

Answer: c

1. A manufacturer of desserts tested a new five-minute dessert on working females. A marketing research firm was employed to measure consumer response to the dessert. The results of the survey were dismal. The manufacturer was sure the new quickie dessert would be appealing to working females. A follow-up focus group revealed that working females without children were not interested in the new idea, but working females with children were. What kind of error was evident in the initial survey?

a. sample frame error

b. random error

c. population specification error

d. surrogate information error

e. none of these

Answer: c

1. The fact that not every household has a published phone number can cause which type of error in telephone surveys?

a. sample frame error

b. random error

c. population specification error

d. surrogate information error

e. surrogate sampling variation

Answer: a

1. This type of sample design error can occur even when the population is correctly specified and a proper sample frame is being used.

a. measurement error

b. interviewer error

c. processing error

d. selection error

e. nonsystematic error

Answer: d

1. A researcher hired 20 interviewers to conduct door-to-door interviews in a particular city. In the process of verifying the responses for one of the interviewers, the researcher found that the interviewer surveyed consecutive houses in a particular subdivision, instead of selecting every third house. What kind of error has occurred here?

a. selection error

b. measurement error

c. processing error

d. interviewer error

e. surrogate information error

Answer: a

1. A marketing researcher subcontracts the data collection process to a field services firm. After the data is collected, the researcher is editing the questionnaires, and finds a large number of mistakes. In many cases skip patterns were not followed, and difficult questions were often skipped. The researcher contacts several of the persons that did the interviewing and finds that they received little, and in some cases, no training or supervision. What kind of error is evident here?

a. processing error

b. interviewer error (bias)

c. surrogate information error

d. questionnaire bias

e. sampling error

Answer: b

1. In the pretesting of a questionnaire, a researcher finds that respondents perceive several of the questions as leading, and others as difficult to understand. If the researcher does not make the necessary revisions to the questionnaire, there will probably be a large amount of which of the following?

a. processing error

b. interviewer error

c. surrogate information error

d. questionnaire bias

e. over-arching bias

Answer: d

1. A questionnaire that is not computer coded, thereby increasing the complexity of inputting the questionnaire data into a database, will probably suffer from which of the following?

a. processing error

b. interviewer error

c. surrogate information error

d. questionnaire bias

e. big data error

Answer: a

1. When the researcher achieves a very low response rate, he/she should be concerned with \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. surrogate information error

b. refusal rate error

c. nonresponse bias (error)

d. questionnaire bias (error)

e. response bias

Answer: c

1. When survey respondents deliberately falsify their income this is known as which type of bias?

a. interviewer bias

b. nonresponse bias

c. questionnaire bias

d. response bias

e. selection bias

Answer: d

1. Which of the following is currently the least popular type of data collection?

a. Internet surveys

b. mail surveys

c. door-to-door interviews

d. telephone surveys

Answer: c

1. Which of the following data collection techniques can produce excellent sample quality?

a. mail surveys

b. mall intercept

c. central location telephone

d. self-administered interviews

e. executive interviews

Answer: c

1. Which of the following is an advantage of CATI?

a. the interviewing process can be monitored

b. the computer can help customize questionnaires

c. eliminating selection bias

d. computer tabulation of data can occur at any time

e. All of these are advantages of CATI.

Answer: e

1. Which of the following is an example of a self-administered questionnaire?

a. telephone survey

b. door-to-door survey

c. mail survey

d. mall intercept

e. depth interview

Answer: c

1. A researcher who wants to use probing should consider using which type of questionnaire?

a. mail

b. Internet

c. telephone

d. Kiosk questionnaire

Answer: c

1. To determine how the same group of respondents feels at different points of time, the researcher must use what kind of study?

a. mail

b. Internet

c. telephone

d. longitudinal

Answer: d

1. \_\_\_\_\_\_\_\_\_\_ is the industrial equivalent of door-to-door interviewing.

a. Mall-intercept interviewing

b. Telephone interviewing

c. Corporate interview

d. Executive interview

Answer: d

1. What interviews are conducted by running into people in a big shopping area and interviewing them face-to-face?

a. Mall-intercept interviews

b. Door-to-door interviews

c. Executive interviews

d. Random interviews

Answer: a

1. What refers to the extent to which the questionnaire follows a set sequence or order, has a predetermined wording of questions, and relies on closed-ended question?

a. Arrangement

b. Structure

c. Configuration

d. Organization

Answer: b

1. All of the following are examples of sample design error except?

a. selection error

b. frame error

c. measurement bias error

d. population specification error

e. all of these are sample design errors

Answer: c

1. Which of the following is *not* a determination of the survey method?

a. sampling precision

b. quality of data

c. budget

d. length of questionnaire

e. all of these are determinations of the survey method

Answer: e

1. Which of the following does not match its recommended time limit for the mode of research?

a. Face-to-face (in-home, office): 20 minutes

b. Telephone: 15 minutes

c. Mall intercept: 15 minutes

d. Online: 15 minutes

e. Individual depth interview: 10 minutes

Answer: e

1. Which of the following errors can be reduced only by increasing the sample size?

a. systematic error

b. random sampling error

c. frame error

d. response bias

e. selection error

Answer: b

1. The Bureau of the Census reported that a more accurate estimate of the total population in the U.S. could be accomplished by a carefully selected sample, rather than with a census. What broad classification of errors is the researcher indirectly alluding to?

a. random error

b. selection error

c. measurement error

d. frame error

e. none of these

Answer: c

1. If the client needs to have survey results quickly, which of the following methods would be best?

a. Internet

b. Mall Intercept

c. Telephone

d. Executive Interview

Answer: a

1. Telephone survey completion rates fall into which of the following ranges?

a. 0 – 5 percent

b. 6 – 10 percent

c. 11 – 15 percent

d. 16 – 20 percent

e. Over 20 percent

Answer: b

1. Which of the following survey types has the longest maximum recommended length?

a. Telephone

b. Mall-intercept

c. Online

d. Face-to-face

e. Individual depth interview

Answer: e

1. Which of the following survey types has the shortest maximum recommended length?

a. Telephone

b. Mall-intercept

c. Online

d. They are all about the same

Answer: d

**True /False**

1. Surveys have a low rate of usage in marketing research compared to other means of data collection.

Answer: False

1. The total amount of error in a particular project involving a survey is referred to as random error.

Answer: False

1. Most marketing research is completely error free.

Answer: False

1. Measurement error is often a more serious threat to survey accuracy than is random error.

Answer: True

1. Using a phone book as a sampling frame would not result in sampling frame error.

Answer: False

1. When interviewers falsify data, the type of error introduced is interviewer error.

Answer: True

1. One of the major causes of surrogate information error is failure to properly define the research problem.

Answer: True

1. It is possible for respondents to falsify answers unconsciously.

Answer: True

1. Random-digit dialing enables market researchers to reach households with unlisted phone numbers.

Answer: True

1. Inability to probe is a major disadvantage of mail and self-administered interviews.

Answer: True

1. Mail surveys are a type of self-administered questionnaire.

Answer: True

1. The quality of data is measured in terms of validity and reliability.

Answer: True

1. If the client needs to have survey results quickly, the Internet is not the best choice.

Answer: False

1. Interviewers are typically the main interface with consumers and are, therefore, a vital link to consumer cooperation.

Answer: True

1. Door-to-door interviews were at one time thought to be the best survey method.

Answer: True

1. Mall-intercept interviews are no longer a common method for conducting personal interviews.

Answer: False

1. Interviewer error is a result of a problem with the questionnaire.

Answer: False

1. Data acquisition bias is a type of sample design error.

Answer: False

1. Random digit dialing that includes cell phones may yield a more efficient sample than a mail survey.

Answer: True

1. Self-administered interviews are often used in malls or other central locations where the researcher has access to a captive audience.

Answer: True

1. A lateral study is one that questions the same respondents at different points in time.

Answer: False

1. It is easier to reach a respondent when they use a smartphone rather than a landline phone.

Answer: False

1. Culture can create several forms of response bias.

Answer: True

1. Shopping mall traffic has increased dramatically in the past ten years.

Answer: False

1. It is easier now than ever to find a qualified respondent in a mall-intercept survey.

Answer: False

**Essay Questions**

1. What types of error would be most likely in each of the following circumstances? A. telephone survey using only a telephone book. B. having members of the Dallas Cowboys Cheerleading Squad administer mall-intercept interviews asking respondents how much they spend on eating out in a year. C. mail survey of physicians “Please indicate your annual household income.”

Answer: A. sample frame error, especially if the telephone book is more than six months old. Would also miss individuals who only have a cell phone. B. interviewer bias, in that respondents would become distracted with the appearance of the interviewer; and response bias, as the time period is too long for respondents to be able to accurately estimate how much they spent eating out. C. nonresponse bias, as professionals are the least likely to respond to a survey unless it is something that directly affects them, and mail surveys generally have problems with high nonresponse rates; and response bias in the form of deliberate falsification, as the income question produces high refusal rates even when categorized. Asking for the exact amount will result in either refusal or falsification of the amount.

1. What are the major factors that determine the selection of a particular survey method?

Answer:

* Budget
* Need to expose respondent to various stimuli and have respondent perform specialized tasks
* Length of questionnaire
* Incidence rate
* Degree of structure of questionnaire
* Time available to complete survey

1. A client is contracting with a marketing research supplier concerning a survey that would be answered multiple times over a period of time. Which of the non-Internet forms of survey research would be most appropriate?

Answer: Longitudinal research can best be accomplished via mail panels, as the respondents have usually agreed to participate in a number of surveys over a period of time. The other non-Internet survey methods do not consist of a sample frame in which the potential respondents have agreed to participate for a period of time.

1. A potential marketing research client contacts a supplier about a possible survey. It seems that the client is interested in establishing a snow skiing equipment business in Arkansas and wants to survey Arkie snow skiers to get an estimate on potential. The consultant tells the potential client that such a survey may not be feasible, or at best would be very time consuming and expensive. What is the basis of the consultant’s response?

Answer: The researcher’s response is because such a survey would involve a low incidence rate among the target population, Arkie snow skiers. Hence, in order to get a statistically reliable number of usable responses, the consultant would have to make an unusually large number of contacts. One would expect the incidence rate to be much higher is states like Colorado and New Mexico, where ski resorts are located.

1. Why is it important to consider measurement error in survey research?

Answer: Measurement error occurs when there is a variation between the information being sought and the information obtained by the measurement process. Measurement error is very important in survey research because if the questions being asked, or the way in which they are being asked, are not consistent and accurate, then the data received are of far less value.

1. Explain the major disadvantage with self-administrated questionnaires.

Answer: There is no interviewer present for the interview. This can cause problems when probing is needed for clarification of a response. If the answers are too vague, then the survey will be of no use to the decision maker