

Name _____ Date _____ Period _____

Conducting Marketing Research The Marketing Survey

Constructing the Questions

- Questionnaires should provide data with validity and reliability.
- _____ exists when the questions asked _____
_____ to be measured.
- _____ exists when a research technique _____
nearly _____ in repeated trials.
- _____ Questions
 - _____ be answered with _____
 - Generate a _____
 - Generates lots of good information but _____.
- _____ Questions
 - Respondents _____ from possibilities given on a questionnaire.
 - _____ questions to write
 - _____

Types of Forced Choice Questions

- _____ Questions
 - Used only when asking for a response on _____.
 - Most often used as a _____ question.
- Example: _____
- _____ Questions
 - be careful to _____ - so you don't frustrate the person taking the survey.
- Example: _____

- _____ Questions

Example: _____

- _____ Questions

Example: _____

Guidelines

- Write _____
- Give _____
- _____
- _____ should be appealing
- Have _____ of completion

Impact of Technology

- _____ secondary data
- Easier to _____ data
- Specialized _____ allows researcher to _____
of information
- Specialized software _____