

**VIVEK COLLEGE OF COMMERCE**

**TYBMM SEM VI 2019-2020**

**SUBJECT: Advertising and Marketing research**

**MCQ - SAMPLE QUESTIONS**

SR. NO.	QUESTIONS	A	B	C	D	CORRECT ANSWER
1	Research is search for	Solution	Fun	Knowledge	Data	<b>Solution</b>
2	Advertising is any _____ form of non personal presentation	Paid	Free	Related	Beautiful	<b>Paid</b>
3	Review of Literature is _____ types of data collection ?	Primary	Secondary	Reading	No method	<b>Secondary</b>
4	Following will be considered in review of literature	Books, journals & statutes	Telephonic interview	Primary data	First hand Data	<b>Books, journals &amp; statutes</b>
5	Which research design investigates the cause and effect relationship between two or more variables?	Descriptive research	Causal research	Exploratory research design	Applied Research	<b>Causal research</b>
6	_____ is the framework that has been created to find answers to research questions	Research survey	Research Design	Research Network	Research Technique	<b>Research Design</b>
7	Which form of data below can usually be obtained more quickly and at a lower cost than the others?	Primary	Survey research	Experimental research	Secondary	<b>Secondary</b>
8	Causal research is used to	Describe marketing problems or situations	Test hypotheses about cause-and-effect relationships	Gather preliminary information that will help define problems	Quantify observations	<b>Test hypotheses about cause-and-effect relationships</b>

9	In which type of primary data collection method, experiments are done on a model instead of a real system?	Observation	Survey	Interviewing	Simulation	<b>Simulation</b>
10	A report must consist of _____ information matching the goals.	Relevant	Irrelevant	Unimportant	Confusing	<b>Relevant</b>