1. Process of obtaining a numerical description of the extent to which a person or object possesses some characteristics
   a) Measurement  b) Scaling  c) Questionnaire  d) Interview
2. Measurement that involves monitoring a respondent’s involuntary responses to marketing stimuli via the use of electrodes and other equipment is called
   a) Projective Techniques  b) Physiological measures  c) Depth Interviews  d) Multi-dimensional Scales
3. Validity that reflect whether a scale performs as expected in relation to other variables selected as meaningful criteria
   a) Criterion-related Validity  b) Content Validity  c) Construct validity  d) Convergent Validity
4. Scale that indicates the relative position of two or more objects or some characteristics is called
   a) Ranking Scale  b) Ordinal Scale  c) Arbitrary Scale  d) Ratio Scale
5. Method that involves the selection of items by a panel of judges on the basis of their relevance, the potential for ambiguity, and the level of the attitude they represent
   a) Cumulative scale  b) Arbitrary Scale  c) Item Analysis  d) Consensus Scaling
6. Even numbered non-verbal rating scale using single adjectives instead of bipolar opposites is called
   a) Semantic Differential  b) Multi-dimensional scaling  c) Stapel Scale  d) Standardised Instruments
7. Instrument’s ability to accurately measure variability in stimuli or response is known as
   a) Sensitivity  b) Practicality  c) Generalisability  d) Economy
8. 7-point rating scale with end-points associated with bipolar labels that have semantic meaning is
   a) Semantic differential scale  b) Constant Sum Scale  c) Graphic Rating Scale  d) Likert Scale
9. Scale in which the respondent directly compares two or more objects and makes choices among them is
   a) Ranking Scale  b) Rating Scale  c) Graphic Scale  d) None of these
10. Scales where respondent is asked to rate an item in comparison with another item or a group of items each other based on a common criterion is
    a) Method of paired comparison  b) Forced Ranking  c) Constant Sum Scale  d) All of the above
11. Original source from which researcher directly collects the data that has not been previously collected
    a) Primary data  b) Secondary Data  c) Tertiary Data  d) None of these
12. Technique in which the respondents and/or the clients communicate and/or observe by use of the internet
    a) Online Ethnography  b) Online Interview  c) Online Questionnaire  d) Online Focus Group
13. Issue to be considered for the secondary data include which of the following
    a) Sufficiency  b) Reliability  c) Suitability  d) All of the above
14. Method that involves recording the behavioural pattern of people, objects and events in a systematic manner to obtain information about the phenomenon of interest
   a) Observation b) Online Survey c) Schedules d) Warranty Cards
15. Technique that allow several members of a hiring company to interview a job candidate at the same time is
   a) Panel Interview b) Self administered interview c) Mail Interview d) Electronic Interview
16. Qualitative methods are probably the oldest of all the scientific techniques, the method of qualitative research is:
   a) Questionnaire b) Attitude Scales c) Depth Interview d) Observation
17. In validity of measurement scales, validity can be measured through several methods like
   a) Content b) Criterion c) Construct d) All of the above
18. The test of reliability is an important test of sound measurement. The methods to evaluate reliability of scales are:
   a) Convergent b) Delegating measurement strategies c) Split-Halves Method d) None of the above
19. The most common scales used in research are
   a) Nominal b) Ratio c) Ordinal d) All of the above
20. In scale construction technique, scale can be developed by
   a) Ratio Scale b) Cumulative Scale c) Nominal scale d) Ordinal scale
21. The criteria for good scale is developed by
   a) Reliability b) Practicability c) Sensitivity d) All of the above
22. The main problem in questionnaire is
   a) Accessible to Diverse Respondent b) Greater Anonymity c) Shows an inability of respondent to provide information d) None of these
23. Electronic interview can be conducted by:
   a) Telephonic b) Fax c) Personal d) All of the above

Ans: 1) a 2) b 3) a 4) b 5) d 6) c 7) a 8) a 9) a 10) b 11) a 12) d 13) d 14) a 15) a 16) b 17) c 18) d 19) c 20) d 21) b 22) d 23) a 24) c 25) b