



Уважаемый студент!

В 2018 году, комплексное тестирование для Внешней оценки учебных достижений студентов выпускных курсов группы специальностей направления «Социальные науки, экономика и бизнес - 1» будет проводиться по 4 дисциплинам.

При заполнении листа ответов соблюдайте порядок дисциплин по специальности, представленный в таблице.

Шифр специальности	Наименование специальности	Порядок дисциплин в секторах 6-9 листа ответов
5B051100	«Маркетинг»	1. Маркетинг 2. Макроэкономика 3. Менеджмент 4. Маркетинговые исследования

1. Книжка-вопросник содержит тесты по дисциплинам:
 1. Маркетинг
 2. Макроэкономика
 3. Менеджмент
 4. Маркетинговые исследования
2. Время тестирования - 180 минут.
Количество заданий для тестируемого - 100 тестовых заданий.
3. Выбранный ответ нужно отмечать на листе ответов, путем полного закрашивания соответствующего кружка на секторе данного предмета.
4. Все необходимые расчеты можно производить на свободных местах книжки-вопросника.
5. Нужно внимательно заполнить все секторы титульного листа книжки-вопросника и все секторы листа ответов.

6. Студент после окончания тестирования должен сдать дежурному по аудитории: книжку-вопросник и лист ответов.

7. Строго запрещается:

- Производить обмен книжками-вопросниками;
- Выносить книжку-вопросник из аудитории;
- Пользоваться справочным материалом, словарем, калькулятором и мобильным телефоном.

8. В тестовых заданиях студент должен дать полный ответ, предполагающий выбор всех правильных ответов из числа предложенных вариантов ответов. При выборе полного ответа студент получает максимально 2 балла. За допущенную ошибку отнимается 1 балл. Ошибкой считается, если студент выбрал неправильный ответ или/и не выбрал правильный ответ.

Маркетинг

1. The main processes and elements of marketing mix:

- A) recruiting
- B) setting prices
- C) payment transactions
- D) to take orders
- E) to manage people
- F) staff selection
- G) to satisfy customers

2. The features of market at the third stage (1970s) of marketing development:

- A) scientific and technical progress
- B) loyal consumers
- C) low demand
- D) low competitiveness
- E) market filled with goods and services
- F) high competitiveness

3. Advantages of secondary research:

- A) information is reliable
- B) information is inaccessible
- C) it advertises your company
- D) information is expensive
- E) difficult to collect information

4. Internal data is information:

- A) Collected by conducting observational research
- B) Gathered by presentation of final report
- C) Obtained from company is internal data sources
- D) Executive reports
- E) Obtained from internal sources
- F) Obtained from the competitors
- G) Gathered by conducting surveys

5. Macro-environment includes:

- A) popular factors
- B) demographic factors
- C) emotional environment
- D) secret factors
- E) psychological factors

6. The rational motive of buying product includes:

- A) health
- B) mood
- C) low risk
- D) profitability
- E) quality

7. Supplier selection is the stage of the business buying process in which:

- A) The buyer reviews proposals
- B) The buyer invites qualified suppliers
- C) The buyer selects suppliers
- D) The buyer chooses proposals
- E) The buyer will draw up a list of the desired supplier attributes

8. Advantages of positioning:

- A) competitive advantage
- B) attention of people
- C) high salary
- D) strong competitors
- E) high amount of risks
- F) high quality of product
- G) popularity of product

9. The types of consumer's perception of the goods are:

- A) modern
- B) taste
- C) likeable
- D) hated
- E) lovely

10. Industrial products are:

- A) Product bought by individuals for further processing
- B) Products that customers don't normally consider buying
- C) Product that customers buy with minimum comparison
- D) Product are designed for the production of another good
- E) Product with unique characteristics or brand identification
- F) Products that customers buy frequently, immediately

11. The product policy takes into account:

- A) positioning
- B) service
- C) sales
- D) product quality
- E) plan

12. The company's channel objectives are influenced by:

- A) Location
- B) Nature of its products
- C) Product variety
- D) Competitors
- E) Service backup
- F) Market restructure
- G) Market decentralization

13. The simplest pricing method, adding a standard mark-up to the cost of product:

- A) Sealed-bid pricing
- B) Cost-based pricing
- C) Buyer-based pricing
- D) Going-rate pricing
- E) Competition-based pricing
- F) Markup pricing

14. Conditions for «entry into the market» strategy:

- A) products are cheap
- B) market are empty
- C) no demand
- D) market volume is large
- E) demand is flexible
- F) market volume is small

15. The people who do selling go by many names:

- A) Sales representatives
- B) Merchandisers
- C) Account executives
- D) Manufacturers
- E) Suppliers
- F) SMM managers
- G) Couriers

16. Limited –service wholesalers offer fewer services to their suppliers and customers except:

- A) Rack jobbers
- B) Brokers
- C) Truck jobbers
- D) Drop shippers
- E) Mail-order wholesalers
- F) Industrial distributors

17. Public relation helps:

- A) to support the sales effort
- B) to sell goods
- C) to leave a market
- D) to change a product
- E) to train

18. Common methods used to set the total budget for advertising:

- A) Affordable
- B) New product development
- C) Costs
- D) Percentage-of-sales
- E) Profit projections

19. The main goals of advertising:

- A) select the competitors
- B) increase sales
- C) selecting target supplier
- D) define the costs of product
- E) define the competitors
- F) selecting target audience

20. The types of marketing plan according to time conditions:

- A) local
- B) small
- C) main
- D) medium-term
- E) long term
- F) short term

21. The levels of product planning process:

- A) tactical analysis
- B) innovative analysis
- C) formation of the goal
- D) the program of presentation
- E) formation of advertising
- F) financial analysis

22. The models in strategic marketing:

- A) product strategy
- B) strategic model of Porter
- C) “product\price opportunities” strategy
- D) changeable matrix
- E) now-how matrix
- F) “product\price opportunities” matrix
- G) BCG matrix

23. The choice of republic in the international marketing depends on the next factors:

- A) number of villages
- B) return on investment
- C) number of cities
- D) level of external debt
- E) international partners
- F) name of republic

24. The main reasons of international marketing:

- A) financial problems
- B) innovations
- C) demand for goods
- D) local people
- E) market filling
- F) high competition
- G) crisis

25. The types of non-commercial organizations:

- A) positive
- B) economical
- C) modern
- D) social
- E) classical
- F) educational
- G) cultural

**ТЕСТ ПО ДИСЦИПЛИНЕ
Маркетинг
ЗАВЕРШЕН**

Макроэкономика

1. GNP is not measured by:

- A) production method
- B) the method of induction
- C) expenditures
- D) income
- E) the method of deduction
- F) the method of scientific abstraction

2. Fundamental macroeconomic indicators are:

- A) Consumption
- B) GDP
- C) Profit
- D) Production costs
- E) NNP
- F) GNP

3. In a closed economy:

- A) $GDP = GNI$
- B) $GDP > GNP$
- C) Investments should be equal to national savings
- D) $GDP < GNP$
- E) $Y = C + I + G + X_n$
- F) $GNP = NNP$
- G) $Export = import$

4. Fundamental macroeconomic identity:

- A) $Y = C + I + G + X_n$
- B) $X_n = g - mY$
- C) $BA = B(a + y + d + x_n)$
- D) $S = I$
- E) $C = -a + b(y - t)$
- F) $Y = C + I + G$

5. Which of the following are excluded from the composition of GDP:
- A) corporate profits and interest
 - B) buying antiques
 - C) indirect taxation
 - D) purchase of securities
 - E) depreciation
 - F) government expenditures on goods and services
 - G) individual personal tax
6. Macroeconomic indicator is:
- A) Required reserve
 - B) Marginal revenue
 - C) Economic profit
 - D) Coefficient of elasticity of demand
 - E) Marginal utility
 - F) Average product
7. Economic shock is:
- A) a sharp unforeseen increase in the supply of money
 - B) an increase in the rate of inflation
 - C) sharp changes in aggregate supply and demand
 - D) difference between actual and planned expenditure
 - E) a sharp increase in any component of total expenditure
8. Non-monetary factors of the aggregate supply:
- A) optimistic expectations of consumers
 - B) new technologies
 - C) increase of supply of money in circulation
 - D) income of consumers
 - E) increase in the level of the prices
9. Vertical section of the AS curve:
- A) Describes the behavior of the economy in the short-run period
 - B) Reflects the view of the Keynesian school
 - C) Characterizes the economy of full employment
 - D) Reflects the view of the classical School
 - E) Describes the behavior of the economy in the long-run period

10. Autonomous expenditures of aggregate demand is:

- A) autonomous government expenditures
- B) induced investment
- C) actual investments
- D) tax payments
- E) wages and emoluments

11. Factors that determine the dynamics of investments:

- A) real interest rate level
- B) the amount of consumption
- C) wealth accumulated in the household
- D) the amount of consumer indebtedness
- E) expected rate of net return

12. Household savings are:

- A) disposable personal income minus consumption
- B) total portfolio of assets of a family
- C) are represented by the function $C = a + b(Y-T)$
- D) the ratio of an increment of savings per unit of an increment of disposable income
- E) income received at a certain period of time and used for purchase of securities
- F) household deposits in commercial banks

13. If the actual interest rate increases:

- A) Producers' income will decrease
- B) The curve of investment demand will shift to the left
- C) There will be no change
- D) Unemployment will increase
- E) The curve of investment demand will shift to the right
- F) Investment expenditures will increase

14. According to the Keynesian theory the determinants of demand for money are:

- A) Unemployment rate
- B) The price level
- C) Interest rate
- D) The amount of investments
- E) Exchange rate
- F) Employment rate
- G) Velocity of money

15. What are the consequences of an increase of the supply of money by the National Bank:

- A) Interest rate rise
- B) Increase in investments
- C) Unemployment growth
- D) Decrease in investments
- E) Interest rate reduction
- F) Decline in inflation
- G) Revival of the economy

16. The curve IS reflects the:

- A) Equity of investments and savings
- B) Ratio of the interest rate and the level of national income, at which equilibrium in commodity markets is provided
- C) Relationship between the level of prices and the aggregate expenditure of society
- D) Equilibrium in commodities and monetary markets
- E) Relationship between the level of prices and the amount of produced national income
- F) Relationship between the interest rate and the level of national income that arises in the money market

17. When IS curve shifts to the right?

- A) If government expenditures reduce
- B) If taxes reduce
- C) If net exports increase
- D) If taxes increase and government expenditures reduce
- E) If taxes increase
- F) If unemployment increases

18. At the peak of the business cycle, one can observe:

- A) Termination of economic growth
- B) Reduction of unemployment
- C) Increase in pace of economic growth
- D) The highest level of prices for resources
- E) Emergence of the first signals of instability

19. Activities that the government implements in the phase of economic recession:

- A) Reduces tax rates
- B) Raises tax rates
- C) Implements a policy of accelerated amortization
- D) Conducts a tight credit and money policy
- E) Reduces unemployment payments
- F) Increases government expenditures
- G) Reduces government expenditures

20. The consequences of inflation are:

- A) increase in revenue from taxation
- B) reduction of government expenditures
- C) the deterioration of the balance of payments
- D) income equalization in society
- E) Improvement in the balance of payments
- F) income transfers and redistribution of wealth from creditors to borrowers

21. Stimulating fiscal policy in a small open economy:

- A) increases the amount of national savings
- B) reduces consumption
- C) leads to an increase in disposable income
- D) disposable income does not change
- E) reduces the amount of national savings
- F) restrains consumption
- G) stimulates consumption

22. The increase in government expenditures in an open economy with underemployment and floating exchange rate will lead to:

- A) Increase in exports
- B) Increase in net exports
- C) Reduction of unemployment
- D) Decrease in exports
- E) Decrease in investment
- F) The appearance of the multiplier effect
- G) Decrease in inflation

23. Assumptions when developing a small open economy:

- A) $Y = F(Y-T)$
- B) $I = f(r^* - r')$
- C) $C = C(Y-T)$
- D) $I = I(r^*)$
- E) $Y = F(K, L)$
- F) $I = m + g'$
- G) $C = S + I(r)$
- H) $C = a + b$

24. At a system of freely floating exchange rates:

- A) The depreciation of the national currency is called the depreciation of the currency
- B) The central bank undertake the obligation to maintain a constant exchange rate
- C) The central bank conducts interventions to maintain the announced exchange rate
- D) The exchange rate is established by balancing the supply and demand with the currency
- E) The Central Bank sets the exchange rate

25. Factors of economic growth in R. Solow's model:

- A) Natural resources
- B) Political stability
- C) Scientific and technological progress
- D) Equitable distribution of income
- E) The capital
- F) Work
- G) Stable exchange rate
- H) Religious Tolerance

**ТЕСТ ПО ДИСЦИПЛИНЕ
Макроэкономика
ЗАВЕРШЕН**

Менеджмент

1. Find general approaches to Scientific Management:

- A) eliminated worker's interruptions
- B) developed standard method for performing each job
- C) decreased efficiency on workplace
- D) lack of employee motivation
- E) little support to workers on their planning
- F) eliminated wage incentives for increased output

2. Nonverbal communication ways are:

- A) memos and letters
- B) messages sent through behaviors
- C) messages through emails
- D) reports and bulletins
- E) blogs and posts

3. Which of the followings are included in the BCG matrix:

- A) organization
- B) suppliers
- C) dogs
- D) cats
- E) stars

4. Synergy occurs when:

- A) when organization bankrupts because of crisis
- B) when organizational parts interact to produce a joint effect that is greater than the sum of the parts acting alone
- C) when organizational parts interact to produce a differentiation effect that is greater than the sum of the parts acting alone
- D) when organization plans to collapse their business
- E) when organization decides to share their dividends between stockholders

5. Approaches to structural design:

- A) real network
- B) circled
- C) virtual network
- D) department network
- E) triangle-shaped
- F) salary-based
- G) matrix

6. Define flat structure:

- A) a management structure characterized by an overall broad span of control and relatively few hierarchical levels
- B) a flat structure has a wide span, is horizontally dispersed, and has more hierarchical levels
- C) a flat structure has an overall narrow span of control and more hierarchical levels
- D) a flat structure has an overall narrow span and more hierarchical levels
- E) a management structure characterized by an overall narrow span of control and relatively few hierarchical levels
- F) a management structure characterized by an overall narrow span of management

7. Content theories of motivation:

- A) Three-Dimensional Theory of Attribution
- B) A two-factor approach to motivation
- C) Taylor's theory of scientific management
- D) Maslow hierarchy needs' theory
- E) ERG theory
- F) Goal-setting theory
- G) Equity theory
- H) Expectancy theory

8. Motivational tools that are focused only on extrinsic rewards:

- A) Pay increases
- B) Sense of competence
- C) Sense of achievement
- D) Bonus rewards
- E) Sense of relatedness
- F) Promotion
- G) Words of praise
- H) Recognition

9. The functions of management on Leading:

- A) make amendments
- B) maintain performance
- C) allocating tasks
- D) communicating goals to employees
- E) creating a shared culture and values
- F) motivate entire departments

10. Three categories of management skills for managing a department or an organization:

- A) Conceptual
- B) Technical
- C) Functional
- D) Effective
- E) Vertical
- F) Efficient

11. The functions of management on Organizing:

- A) measuring performance
- B) make corrections
- C) setting goals
- D) grouping tasks into departments
- E) assigning tasks
- F) across the organization
- G) monitoring employees, activities
- H) motivate employees

12. The functions of management on Planning:

- A) identifying goals for future
- B) communicating goals
- C) creating a shared culture
- D) make amendments
- E) deciding on the resources
- F) maintaining operations
- G) motivate entire departments
- H) deciding on the tasks

13. Manufacturing Organization are those that produce:

- A) Production process removed from consumer
- B) Customized output
- C) Produce nonphysical outputs
- D) Consumer participates in production process
- E) Facilities site crucial to success of firm
- F) Goods inventoried for later consumption
- G) Capital intensive

14. Decentralized control:

- A) Employees follow instructions and do just what they are told
- B) Employee turnover is low
- C) Employee turnover is high
- D) Relies on results-based job descriptions
- E) Relies on task-related job descriptions
- F) Emphasizes extrinsic rewards

15. Define three ways Team Norms develop:

- A) Clear goals
- B) Leadership
- C) Relevant skills
- D) Critical events in team's history
- E) Communication
- F) Mutual trust

16. List several characteristics of team's context that influence team cohesiveness:

- A) Personal attraction
- B) Negotiating skills
- C) Team interaction
- D) Internal support
- E) Appropriate leadership
- F) External support
- G) Shared goals

17. Moderate level of conflict's influence on the team:

- A) intensifies negative competition among employees
- B) lag of team performance
- C) poor solutions are avoided
- D) creativity is stimulated.
- E) team members are energized

18. Define ambidextrous approach to change:

- A) avoiding to go out from comfort circle
- B) changing structures for the creative impulses of innovations
- C) resistance for innovations from middle levels of the organization
- D) resistance for innovations by employees
- E) incorporating changes for systematic implementation of innovations
- F) resistance for innovations from lower levels of the organization
- G) using both flexible and rigid approach for innovations

19. Features of compromising conflict management style:

- A) sometimes solution that is of low quality and unacceptable to all team members
- B) accommodate the needs of the other party
- C) avoiding the conflict rather than to deal with it
- D) persuades the other party to abandon his or her objectives
- E) appropriate when values or principles are the source of the conflict
- F) enables each party to achieve its interests

20. Define the middle managers below:

- A) department head
- B) functional manager
- C) director of research
- D) office manager
- E) director of organization
- F) division head

21. Which types of managerial roles are characterized below:

Perform ceremonial and symbolic duties; take corrective action during disputes or crises; Direct and motivate subordinates:

- A) spokesperson
- B) monitor
- C) figurehead
- D) negotiator
- E) leader
- F) disseminator
- G) disturbance handler

22. High-performance culture:

- A) it is represented by quadrant c organizations
- B) it embodies shared adaptive values that guide decisions and business practices
- C) it is based on a solid organizational mission or purpose
- D) it embodies shared cultural values that helps employees to make right choice
- E) it is based on governmental rules that directly effects on organization's decision making process
- F) it is based on a liquid organizational mission or purpose
- G) it encourages individual employee ownership of both bottom-line results and the organization's technical backbone

23. Choose the characteristics of nonprogrammed decision:
- A) Situation has important consequences for the organization
 - B) Staff is familiar with the case
 - C) Situation has occurred enough to create rules
 - D) Organization ignores consequences
 - E) Situation is unique
24. The assumptions are related to the classic model of decision making:
- A) Criteria for evaluating alternatives are not known
 - B) The first aim of the decision maker is to direct the problem to Top management
 - C) The decision maker strives for conditions of certainty, gathering complete information
 - D) Problems are not formulated and defined
 - E) The decision maker operates to accomplish goals that are known and agreed on
 - F) The decision maker selects the alternative that will maximize the economic return to the organization
25. Tips for effective strategy execution:
- A) check out employees' knowledge
 - B) devise a clear execution plan
 - C) reduce financial risks
 - D) pay attention to culture
 - E) build commitment to the strategy

ТЕСТ ПО ДИСЦИПЛИНЕ
Менеджмент
ЗАВЕРШЕН

Маркетинговые исследования

1. Following skills are NOT strongly needed in marketing research:
 - A) communication
 - B) managing production process
 - C) human relation
 - D) “hard” skills on marketing research
 - E) analytical
 - F) statistical

2. The distinguishing features of panels are:
 - A) conducted at regular intervals
 - B) problem definition
 - C) preparation of presentation
 - D) cross-sectional design
 - E) desk research

3. Descriptive research in marketing research to better describe:
 - A) marketing problems
 - B) project management
 - C) communication
 - D) production management
 - E) market potential
 - F) managerial problems
 - G) market positioning

4. The most important disadvantages of secondary data are:
 - A) Possible time savings
 - B) Lacking in terms of accuracy
 - C) No compatibility with the present situation
 - D) It may involve additional field and office personnel
 - E) It is appropriate for many purposes
 - F) It is usually more thoroughly tested and evaluated

5. The researcher should always (if possible) begin with which type (it is also the least costly):
 - A) Internal data: production or operations reports
 - B) Survey data
 - C) External primary data
 - D) External secondary data
 - E) Internal secondary data
 - F) Syndicated information

6. The three basic research designs can be looked as stages in a continuous process. This process:

- A) is a general one and can be followed for conducting research in any functional area
- B) always starts with causal research
- C) details the procedures needed to obtain the required information
- D) contains only one study of each type
- E) always begins with an exploratory study

7. Research design:

- A) should not be modified to suit specific purposes
- B) begins by preparing report for the top-management
- C) provides details of each step in the marketing research project
- D) is a roadmap for conducting the marketing research project
- E) should be strictly limited to the three classifications of exploratory, descriptive and causal because a given study should serve only one purpose
- F) is specific in that they instruct the researcher in terms of the single, best way to proceed in a given study
- G) should stem from the problem

8. Which of the following relate to data cleaning:

- A) Substituting missing value with a neutral value
- B) Pairwise deletion
- C) Spare words deletion
- D) Replacing missing value
- E) Casewise deletion

9. The following is NOT a part of the data analysis and interpretation stage of the research process:

- A) collecting the data
- B) cross-classifications that result from counting the observations
- C) classifications that result from counting the observations
- D) calculating the frequency
- E) application of a test of statistical significance
- F) assignment of numerals to the observations

10. The following concerning doing field work is TRUE:

- A) High-quality data collection doesn't depend on the field force
- B) Field work involves not only personal interviewing
- C) Proper selection of the field force is not essential to ensure high-quality data collection
- D) Field work involves personal, telephone, mail, or electronic interviewing
- E) High-quality data collection depends on proper training of the field force

11. Confidentiality concerns:

- A) the researcher will not reveal the nature of the client's study without the client's knowledge and consent
- B) agreement between researcher and client
- C) asking unstructured questions
- D) hypotheses
- E) reputation of the research agency

12. The use of deception:

- A) violates the investigator-subject trust relationship
- B) may lead to psychological harm of the participant
- C) helps insert "filler" questions
- D) helps to conduct survey via multiple-choice questions
- E) assists to underline hypotheses

13. The basic rule for data collection process is:

- A) Begin with primary data, then supplement if needed with secondary data
- B) Always start by consulting the governmental statistics website
- C) Always investigate external sources of secondary data first
- D) Before collecting external secondary data, analyze internal secondary data
- E) Begin with secondary data, then proceed if necessary to collect primary data
- F) Begin with primary data, then prepare presentation of results
- G) Keep all studies, materials, and findings confidential

14. Observation errors occur because:

- A) inaccurate information is obtained from the sample elements
- B) some elements of the sample do not use questionnaires
- C) using structured questions
- D) errors are introduced in reporting the findings
- E) errors are introduced in the processing of the data

15. Extraneous variables are:

- A) store location and competitive effort
- B) consumers or geographic areas
- C) variables that are manipulated
- D) store size
- E) variables that can confound the dependent variable measures
- F) supermarkets
- G) variables that measure the effect of the independent variables on the test units

16. Relative advantages of Mail Panel:

- A) No control of environment
- B) Limited to simple questions
- C) Low speed
- D) No interviewer bias
- E) High quantity of data
- F) Not suitable for household surveys
- G) Moderate speed

17. The survey methods have the highest social desirability:

- A) E-mail
- B) Mall Intercept
- C) Telephone
- D) Mail
- E) In-Home
- F) Internet
- G) CAPI

18. Judgment samples are distinguished by the fact that:

- A) they are superior to other forms of sampling for descriptive studies
- B) it is expected that the sample elements can offer the contributions sought by the researcher
- C) each possible sample of a given size (n) has a known and equal probability
- D) using “people on the street” interviews
- E) the population elements are selected based on the researcher’s desire
- F) the sample elements are hand picked by the investigator

19. Quantitative research:

- A) Survey
- B) Experiment
- C) Off-the-peg research
- D) Syndicated one
- E) Depth Interview

20. The forms of organization of the research function that seem to dominate current practice are:

- A) there is no any proofs that some research functions dominate current practice
- B) by area of application, such as by product line, or by brand, or by market segment, or by geographic area
- C) by research technique or approach such as sales analysis, mathematical analysis, field interviewing, or questionnaire design
- D) by research technique as statistical analysis
- E) no one organization form seems to dominate current practice
- F) there is no evidence that some forms of organization dominate in current practice

21. Characteristic of Traditional Focus Groups:

- A) Difficult to verify
- B) Group dynamics is limited
- C) Body language cannot be observed
- D) Researcher has little control
- E) Synergistic, snowballing effect
- F) Emotions expressed by using symbols
- G) Easy to observe body language and emotions

22. The range of research topics relevant for focus-group investigation includes research designed to do the following:

- A) Review of ad campaigns from various product suppliers.
- B) Obtain impressions of new product concepts.
- C) Test hypotheses by quantitative methods.
- D) Secure independent research reports on customers' views of product alternatives.
- E) Researchers spend a day in the life of their customers, corresponding to the anthropologist living with the tribe.
- F) Conduct in-depth interview

23. Following do not relate to Media Panel:

- A) Quasi-experimental design
- B) Electronic recording supplemented by a diary
- C) Electronic recording linked to the demographic/ psychographic characteristics
- D) Response bias
- E) Series of basic experiments
- F) Design involves two groups and two measurements on each group

24. Syndicated services are an example of:

- A) Internal services
- B) Data analysis services
- C) Panel
- D) Periodic survey
- E) Customized services
- F) Internet services
- G) Sampling process

25. Correlation analysis:

- A) involves the measurement of the relationship between variables
- B) arises from the mathematical relationship between variables
- C) involves oral presentations
- D) involves qualitative methods of research
- E) used to predict the values of independent variables
- F) involves considering financial models

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