

# Market Research Analyst Certification Practice Test Questions and Answers

**1. What is the primary purpose of conducting a SWOT analysis in market research?**

- A) To calculate market share
- B) To identify Strengths, Weaknesses, Opportunities, and Threats
- C) To determine pricing strategies
- D) To measure customer satisfaction

**2. Which sampling method ensures every member of the population has an equal chance of being selected?**

- A) Convenience sampling
- B) Purposive sampling
- C) Random sampling
- D) Quota sampling

**3. What does a confidence interval of 95% indicate in market research?**

- A) 95% of respondents agree with the results
- B) The results are 95% accurate
- C) There is a 95% probability the true population parameter falls within the interval
- D) The survey has a 5% error rate

**4. Which research method is best for exploring consumer attitudes and motivations in depth?**

- A) Online surveys
- B) Focus groups
- C) Observational studies
- D) Secondary data analysis

Answers: 1-B 2-C 3-C 4-B

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