

1. Examples of neuromarketing research are: **Brain activity, Emotional response to an ad or product, Eye movement tracking All of the above**
2. What is market segmentation? **Dividing the entire market into groups of consumers**
3. Which of the following does not cover marketing data: **Customer**
4. Demographics, trends, buying habits, competition, and industry environments are the part of: **Marketing Data**
5. What are the four positioning statements: **Target market, category, brand promise, the reason to believe**
6. Psychographic segmentation narrows segments of the market **by Act and thinking of customer**
7. Which is the proper sequence of the marketing research process: **Identify the Problem - Develop the Research Plan - Conduct Research - Analyze Data and Report Findings - Take Action**
8. Geographic segmentation narrows the market by. **Location**
9. The likert scale comes under. **Quantitative research**
10. Perceptual map is a tool for visualizing. **Competitive landscape and spotting positioning opportunities**
11. Gathering of information in a structured way in order to answer marketing research questions. **Data Collection**
12. Creating points of difference in the mind of the consumer that allow a company to stand apart from its competitors. Without differentiation, a company's product or service is just like everyone else, which can mean a slow demise in the marketplace. **Differentiation**
13. When an interviewer asks a question based on a scale "from one to five," this is known as a Likert scale. **Likert Scale**
14. Dividing of the entire available market into groups of consumers with similar characteristics. **Market Segmentation**