

## Section Answer Keys

# Chapter 29 Conducting Marketing Research

## Section 29.2 The Marketing Survey

### Review Key Concepts

1. Validity is when the questions asked measure what was intended to be measured. Reliability exists when a research technique produces nearly identical results in repeated trials.
2. Options must be mutually exclusive and comprehensive enough to include every possible response.
3. Questionnaires must have an excellent visual appearance and design to appeal to respondents.

### Practice Academics

#### English Language Arts

4. Answers will vary depending on the issues students chose to research. Accept all reasonable answers that list when the poll was conducted, identifies the issue, and summarizes the findings.

#### Mathematics

5. \$286,580 ( $700 \times .05 \times \$23 \times 356$ )