



CMOR-MRA Interviewer Training Modules
Basics of Interviewing Exam

Name: _____

1. Match the term with its proper definition:

- | | | |
|-----------------|-------|---|
| Research | _____ | a. is a view, judgment or appraisal formed in the mind. |
| End User | _____ | b. is a scholarly or scientific inquiry |
| Opinion | _____ | c. person or company requesting the research |
| Market Research | _____ | d. is the process of collecting data and analyzing information required to address business issues. |

2. True or False: The interviewer is the key person in the process of collecting and analyzing data.

3. The _____ is the person who is interviewed in the survey.

4. The interviewer conveys to the respondent the value of his/her participation and that _____.

5. What are two basic types of research?

6. _____ research statistically estimates the viewpoints or habits of a population, based on a large number of people surveyed.



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7. _____ research is an in-depth look into understanding an issue, often using a small group of people.

8. What is the definition of the term methodology?

9. Name the various methods or locations where surveys can be done.

10. Match the terms with their definition:

Qualifying _____

Sample _____

Dispositions _____

Refusal _____

Script _____

a. subgroup of a population selected for study

b. specific questions asked in a survey.

c. asking questions to see if a person is eligible to do the survey.

d. respondent decides to terminate a contact.

e. record of the results of a contact.



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11. Organize the parts of the survey below into the correct order a survey usually follows:

- | | |
|-----------------|-------|
| Screenener | _____ |
| Thank You | _____ |
| Demographics | _____ |
| Intro | _____ |
| Main Questions | _____ |
| Respondent Info | _____ |

12. What is a skip pattern?

13. What is rotation?

14. True or False. A briefing is training conducted to explain the study purpose and scope.

15. What is the meaning of verbatim?



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16. Tone, pitch, inflection, pace or rate are all qualities of an interviewer's - _____.
17. True or False: Listening is one of the most important aspects of an interviewer's job.
18. There are two kinds of questions: _____ and _____.
19. _____ are additional questions used to elicit a more complete answer.
20. _____ asks for more information from a vague or unclear answer.
21. Influencing an answer in a survey is called _____.
22. The procedure to confirm data gathered in a survey is _____.
23. Observing, auditing and checking and interview to assure procedures are followed and feedback is given is called _____.
24. True or False: Confidentiality is not required of interviewers in the survey process.
25. True or False: Research companies are included under Do Not Call laws.