

MKT711-MIDTERM2013 PAPERS 3 IN ONE

Write the at least three type of probability and non probability sampling? write the names just.

What is construct validity, explain with example?

what is qualitative and quantitative research?

what are the procedures for questionnaire selection, identify all the steps for making it.

Mkt 711 paper , 30may 2013

- Differentiate b/w cross sectional and longitudinal study design
- Differentiate b/w interval and ration scale
- Scenario base.....is it a experiment if yes then why.
- Scenario base.....write difference b/w stratified proportionate and non proportionate sampling
- Scenario base.....Limitation of unstructured questions for the client
- Scenario base.....Application of dept interview.
- Define construct validity and its types
- Scenario base.....write in which situation probability and non probability sampling is appropriate

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What are the major difference between parameter, statics, and perception level?

A researcher has to choose qualitative data from school to choose the best research design for research purpose, which will be a suitable research design for him/her to choose it, also tell which method you will choose?

Researcher has to choose the questionnaire effectiveness, and it is also used the branch questionnaire in it, how you will see which are the guidelines for choosing branch questionnaire?

What are the major difference between ratio scale and internal scale?

On which base you will choose the liker scale, what is its usefulness, drawback, and limitations?