

**MKT711 MIDTERM June 1, 2013**

Scenario based on Exploratory, Descriptive and casual research? 3marks

What purpose does the random assignment of subjects serve? 3marks

ABC company wants to know the satisfaction level of their customer, what communication medium will be used for data collection? 3marks

Being a marketing research student define validity and reliability? 3marks

Difference between proportionate and disproportionate sampling?

Difference between internal and external validity?

Advantage of convenience sampling when it is appropriate to use?

Difference between leading and loaded question with example?