

Collected by Ulfat Abbas Jafery

*MKT711 All in one file Current
midterm Papers May-June 2013
Collected and composed
By
Ulfat Abbas Jafery*

Paper 1

mkt711 my friend paper,

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.

Paper 2

MY today paper for MKT711 marketing research

Q NO1: just identify research type

when a company make a product and test it in market which type research
is it ?

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when we search behavior types of some one?

An innovative product launch in consumer market, we want to search how it will benefit consumers...please identify all ...as applied or primary?

QNO2: How you will differentiate between mathmaticly made scale and other non comparative scales?

QNO3: what is likert scale what are its benefit and hard points?

QNO4: Projective methodology we use in research, what are problems when we implement it in international level?

Qno5: what is proportionait and unproportionait sampling; how we will define it give at least two examples for each from real life.

QNO6: make a semantic differential scale from given data as peruse based research association by following rules

QNO7: What are the points to differ in between, international research association and UK research association?

QNO8: give 5 research jobs and identify education level for each

Mkt711 paper my paper

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

Paper 3

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 are its usefulness, drawback, and limitations?

Paper 4

my paper Mkt711

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

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

ABC company want 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 propotionate and dispropotionate sampling?

Difference between internal and external validity?

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Advantage of convenience sampling when it is appropriate to use?

Difference between leading and loading question with example?

Paper 5

My MKT 711 paper

Q.1 content analysis mein data kis tarah coded aur analyzed kia ja ta hai.

Q. 2 What are the major difference between parameter, statistics, and perception level

Q. 3 Likert scale and its advantages and disadvantages

Q. 4 Scenario based Disadvantages of unstructured question

Q. 5 Scenario based Projective techniques ka question tha

Q. 6. Scenario based Focus group ka question tha

Q. 7 Scenario based Experimental studies ka question tha.

Q.8 Bank satisfaction k liye 5 question banay thay.

Paper 6

MKT711- MARKETING RESEARCH

My Paper ... 31st May 2013 , TIME 3:30 p.m.

1. A Chinese restaurant chain is considering of expanding its product line by adding breakfast menu. You suggest the suitable research design (exploratory, descriptive or causal) 3Marks
2. What is the purpose of random assignment of subjects serve? 3marks
3. What are the advantages of systematic sampling? 3marks
4. Differentiate b/w rank order scaling and paired comparison scaling?

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3marks

5. Q. A MS student gave a questionnaire to his supervisor for review. After completing the review, supervisor has underlined many questions and has given a common comment i.e. "leading questions; modify it". What is a leading question? Explain with examples. 3marks

6. Scenario.....What are some of the issues must be considered when evaluating the secondary data? 5marks

7. What is the Construct validity and what are the types of construct validity? 5marks

8. Scenario.....Specific uses of probability and non-probability sampling? 5marks

Paper 7

MKT711 (MARKETING RESERCH) PAPER 1-JUNE-2013

TIME 9.00 AM

Diff b/w leaded and loaded question + give examples (5 marks)

Compare qualitative and quantitative reserch (5 marks)

Probablity and non probability. List 3 technique of sampling in each (3 marks)

Diff b/w parameter , statistic , precision level (3 marks)

Diff b/w nominal and ordinal scale + example (3 marks)

Campare cross sectional with longitudnal design (3 marks)

Aik lon and short main bhoooooota sa case study tha us main sir nay mjhay

IZHAR-E-KHAYAL paish karnay ka moqa dia tha

BEST OF LUCK

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Paper 8

How to make yrself prepare for mid of mkt 611go through all chapters
.....priority 1= very important and 4=least important

- Questionnaire (17-20) imp 3
- Sampling(13-16) very imp.... give these chapter more tym 1
- Scales (10-12) very imp.... give these chapter more tym 1
- Research design (5-9) imp 2
- Introductory chap (1-4) 4

Mkt 611 paper , 30may 2013 ,hina aslam khan

- 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

Paper 9

Write the at least three type of probability and non probability sampling?
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What is construct validity, explain with example?
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what are the procedures for questionnaire selection, identify all the steps for making it.

Paper 10

Mkt 611 paper , 30may 2013 ,hina aslam khan

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- Scenario base.....write in which situation probability and non probability sampling is appropriate

Paper 11

mkt711 paper my paper

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Paper 12

Current paper of MKT711 attempted by Ulfat Jafery on June 2, 2013

1. What is difference between Paired comparison scale and rank order scale?
2. Differentiate nominal and ordinal scale also give one example of each?
3. Samsung mobile's team find that respondents provide inadequate data in questionnaire. Which survey technique is helpful to overcome this issue?
4. Being a student of marketing research illustrate that which questionair design is more appropriate in getting information?
5. Validity and reliability of questionnaire
6. Difference between field and laboratory experiments. Advantage and disadvantage of laboratory experiments over field experiments.

Paper 13

5.6.2013 marketing research

1. Classify the following examples as basic or applied research. (only identify, do not explain)

- A researcher investigates consumers' attitudes toward a prototype of an innovative type of product, a home Cleaning kit for use on clothes that require dry cleaning.
- A researcher investigates 5 personality traits to see if they can explain the purchasing behavior of automobile buyers.

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- A new technology that nullifies the need to refrigerate fish has been invented. Heat processing and the use of flexible pouches for storage help retain the freshness of fish and frozen food for three years. A researcher investigates how this new technology will impact the market for fish in Pakistan.

2. One of the great weaknesses of questionnaire design in the field of marketing research is the availability of limited theoretical grounds. There are no scientific principles that guarantee an ideal questionnaire. Being the student of marketing research, outline the process for questionnaire design in such a way that it produces an ideal questionnaire design.

3. ABC Inc., a home appliances company, has hired the services of a research firm to determine consumer preferences for a microwave oven. The research team has designed a survey questionnaire for primary data collection. The questionnaire is based on Likert scale questions. As an expert, you are required to comment on usefulness and drawbacks of LIKERT scale in this situation.

4. Mr. Nadeem, the Marketing research executive at ABC Inc., is working as part of a research team who has been assigned the task of evaluating the consumer preferences for beauty products. As part of his responsibilities, he has to collect secondary data. What are some of the issues to be considered when evaluating secondary data using the specification/methodology criteria?

5. Samsung Company intended to conduct a survey to collect consumers' feedback on durability of its mobile phones. While designing questionnaire,

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the research team brought into discussion the respondents' inadequacy of information about a specific question. Which techniques can be used by the researchers to overcome this constraint?

6. ABC Inc. is a car rental firm. It wishes to conduct a survey to determine the satisfaction level of car rental users. What type of communication medium will be used for data collection in such a case? Explain it briefly.

7. A major automobile corporation is considering a drug testing program for its assembly workers. It selects Honda Production plant, implements the program, and measures the impact on productivity. Is it an experiment? Justify with reasons.

8. advantages of the systematic sampling

Paper 14

My paper of MKT 711

Difference b/w Proportionate and disproportionate stratified sampling?

Difference b/w Quantitative and qualitative research?

Describe interval and nominal scale?

scenario..... Are u satisfied about ur bank services?

scenario... samsung mob company, conduct good survey about his quality?

How you will develop a Interview questions about if answer yes then go to.....

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Paper 15

- 1- Advantages of Projective Techniques over Focus Groups and Interviews
- 2- Conducting Research in International Market by using projective techniques and potential problems that may arise in projective technique
- 3- Pre Testing of a questionnaire and its advantages
- 4- Questionnaire Design
- 5-Samsung mobile's team find that respondents provide inadequate data in questionnaire. Which survey technique is helpful to overcome this issue?
- 6- difference between conceptual definition and operational definition
- 7-Test marketing relevant question

WU MSBA Poinet

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