

Mkt 711 Final Term 25-07-2013

1. Differentiate between nominal and ordinal scale. (3 marks)
2. Purpose of factor analysis. (3 marks)
3. write various steps of cluster analysis (3 marks)
4. limitation of conjoint analysis (3 marks)
5. discuss why research report and its presentation are important in marketing research .give three logical reasons (3 marks)
6. Outline the process of design questionnaire. you are required to mention process in designing ideal questionnaire(5 marks)
7. Differentiate between dependency methods and inter dependency methods for data analysis. (5 marks)
8. Define steps of factor analysis
9. Differentiate b/w chi square, person correlation and spearman correlation and also write coefficient of correlation(5 marks)
10. Write importance of budget section in proposal section (5 marks)
11. How will you guide your subordinates about types of ideas for research on new product development .what can be some of their target sources for getting ideas in this perceptive?