

Mkt711 Final Term Paper 27-07-2013

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QNO1: A manager listen that number of employees in organization, are in conflict, this is major issue for hurdles in work. Which research design you will suggest to find reasons?

QNO2: Why we use ANOVA?

QNO3: Why computer software packages increased the use of multivariate analysis?

QNO4: One-half of the samples receive an incentive, other half not. Which test of differences you will choose to test response rate, after incentive treatment?

QNO5: VU conduct a research to determine satisfaction level of its customer service, and publish that report on net, other can also use it. Tell us about research type and its benefits

QNO6: contrast conjoint analysis with MDS

QNO7: List down five ethical issues in report writing for report writer and research report user.

QNO8: Why we use frequency distribution give 5 reasons

QNO9: What is variability, its usage in business, list down five measures of variability

QNO10: What you think about research report as communication tool.

QNO11: Write two main points about hybrid conjoint analysis