

## MKT711- Marketing research 27 July 2013.

3 marks questions:

A focus group moderator plans to administer a questionnaire before starting group discussion about new compensation concept. Is this good idea? Justify with valid reasons.

What is the purpose of factor analysis?

Why computer software has increased the use of multivariate analysis? Give 2 reasons

What is the implications of result section in marketing research?

Enlist sociocultural environment variables.

5marks questions:

List 5 ethical issues that can be faced by the researcher and client in the market research stage of preparation and presentation of research report?

In-house editors purpose and responsibilities.

Contrast b/w MDS & Conjoint analysis.

What is the usefulness of regression analysis and the result of regression analysis.

Briefly describe the role of probing questions during interview.

Design 5 questions to measure the customer satisfaction about the bank services.