

Collected by Ulfat Abbas Jafery

MKT711 Current final term paper

Solved and composed

By

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1. Proportionate and disproportionate Stratified sampling

Proportionate Stratified Sampling

- ☐ Sample size is proportionate to the size of population in each stratum. For example,
- ☐ Population Size of various strata
- ☐ A B C D E Total
- ☐ 450 350 100 250 50 1200
- ☐ Sample Size
- ☐ 90 70 20 50 10 240

Disproportionate Sampling

- ☐ Sample size is not proportionate to the size of population. For example,
- ☐ Population Size of various strata
- ☐ A B C D E Total
- ☐ 450 350 100 250 50 1200
- ☐ Sample Size
- ☐ 70 60 30 50 30 240

2. Why pretesting of questionnaire is done

Purpose of Pre-testing

- ☐ The main purpose of pre-testing is to improve the questionnaire so that the questions are easily understood. Specifically pre-test assesses the following:
- ☐ Does the questionnaire include precise instructions for the respondents to fill in the questionnaire?
- ☐ Does each question ask for only one bit of information (Double barreled questions)

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- ☐ is the wording of question understandable? Do words create confusion or give double meaning.
- ☐ There are no leading and loading questions.
- ☐ Does the questionnaire contain technical words or abbreviations which may be unfamiliar?
- ☐ Are the questions sufficient to cover all conceivable answers?
- ☐ Sequence and flow of questions is adequate.
- ☐ General appearance of the questionnaire is appealing and motivating the respondents to cooperate.

3. Diff b/w oral presentation and research report

Oral Presentations

Moreover many clients make their first impressions about the quality of the research project on the basis of oral presentation the researcher give to them, this activity becomes more important for a researcher. Basically an oral presentation is the executive overview and as such no attempt be made to communicate all details of research in an oral presentation. Decision makers may not be interested in the technical details, just the jest of everything

4. Advantages of publishing research report on web

There are a number of advantages to publishing marketing research reports on the Web. These reports can incorporate all kinds of multimedia presentations, including graphs, pictures, and animation, audio and full-motion video. The dissemination is immediate and the reports can be accessed by authorized persons online on a worldwide basis. These reports can be electronically searched to identify materials of specific interest. For example, a manager in Kuala Lumpur can electronically locate the portions of a report that pertain to Malaysia or South East Asia. Storage or future retrieval is efficient and effortless. It is easy to integrate these reports to become part of a decision support system. The main disadvantage is that the readers may not have permanent access to the reports, as websites may change periodically.

5. Which approach is better to get perception data... direct or derived?

Derived approaches In MDS, attribute-based approaches to collecting perception data requiring respondents to rate the stimuli on the identified attributes using semantic differential or Likert scales.

6. why we calculate variability and state different measure to calculate it

Variation in data, measure of dispersion, how volatile is data. As much variability is high risk is high.

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In statistics variability is measured by variance or standard deviation, range, quartile range, coefficient of variance.

7. Why we use frequency distribution. State at least 5 reasons

Easy to calculate

We can determine relative frequency easily.

Easy to change in percentage

Helps in Making histogram and bar chart

Help in Shape of data i.e. symetic, asymitric

8. Write difference between ratio scale and likert scale.

- Ratio scale measure quantitative data where as likert scale measure qualitative data
- Comparison of absolute quantities is possible in ratio scale and not in liket scale
- Absolute zero exist in ratio scale but not in likert scale

9. A manger show attitude as yes, no, not know which test you will apply and why?

Dichotomous Questions

A dichotomous question has only two response alternatives: yes or no, agree or disagree, and so on. Often, the two response alternatives of interest are supplemented by a neutral alternative, such as “no opinion,” “don’t know,” “both” or “none.” For example:

Do you intend to buy a new house within the next three months?

☐ Yes

☐ No

☐ Don’t know

Issue in the design of dichotomous questions is whether to include a neutral response alternative. If it is not included, respondents are forced to choose between “Yes” and “No” even if they feel indifferent. On the other hand, if a neutral alternative is included, respondents can avoid taking a position on the issue, thereby biasing the results.

☐ We offer the following guidelines:

If a substantial proportion of the respondents can be expected to be neutral, include a neutral alternative. If the proportion of neutral respondents is expected to be small, avoid the neutral alternative.

10. Steps of cluster analysis

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Formulate the problem
Select a distance measure
Select a clustering procedure
Decide on the number of clusters
Interpret and profile clusters
Assess the reliability and validity

11. Steps of conjoint analysis

Formulate the problem
Construct the stimuli
Decide on the form of input data
Select a conjoint analysis procedure
Interpret the results
Assess the reliability and validity

12. We use research report as communication tool, explain it.

13. Usefulness and drawback of likert scale

Advantages

Easy to construct
Easy to administered
Suiteable for mail, telephone, personal and electronic interview

Disadvantage

Time consuming
Some time it is difficult to interpret
Lack of reproduceability
Social desireability biased
Centrel tendency biased

14. Steps of factor analysis

Formulate the problem
Construct the correlation matrix
Determine the number of factors
Rotate factors
Interpret factors
Calculate factor scores
Select surrogate variables

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Determine model fit

15. Explain difference between correlation and regression

Regression analysis procedure is used to analyze associative relationship between a metric dependent variable and one or more independent variables. It shows whether relationship between criterion and predictor variable exists or not; that whether the independent variable explains a significant variation in the dependent variable. Secondly the value of dependent variable is predicted for a given value of independent variable.

Correlation in contrast to regression is used to measure strength and direction of association between two numerical variables. These variables may not necessarily have dependent independent relationship. Secondly the objective in correlation analysis is not to use one variable to predict the other; it simply measures the strength of Co variation between two variables.

16. Provide Guide line in new product research as a team leader

Stages in New Product Development

We know that following are the stages in the development of a new product:

- ☐ Idea generation
- ☐ Idea screening
- ☐ Concept development and testing
- ☐ Business analysis
- ☐ Product development and laboratory testing
- ☐ Testing marketing or field testing
- ☐ Commercialization

17. Research budget and its importance briefly explain

18. Differentiate bar chart, line chart, pie chart

Pie Chart

Pie chart is probably the most familiar chart used in representing quantitative data. A pie chart is simply a circle divided into sections, with each of the sections representing a portion of the total. As the sections are presented as part of the whole, pie chart is particularly more useful in showing relative size. Pie chart is prepared for categorical data.

Line Chart

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Pie chart is one scale chart. It is best used for static comparison that is the phenomenon at one time. The bar chart is having two dimensions one of which usually is the time. It shows dynamic relation of the changes with time such as time series fluctuations. In the chart X-axis represents time and Y-axis, the values of the variables. More than one variable can be plotted on the same graph but each variable is represented by different lines in different colors or form (dashes or dots) with explanations in the legend at the bottom of the graph.

Bar chart

In a bar chart, each category is depicted by a bar, vertical or horizontal. The length or height of the bar shows the frequency or percentage of observations falling into a category. The lengths or heights of different bars allow the user to compare the magnitudes of different categories easily.

19. How you can differentiate between parameter, statistics, and precision?

Parameter

□ Parameter is the summary measurement of the population or census.

Statistic

□ Opposite to the parameter is the statistic. Statistic is the summary measurement of the sample. It is used to estimate the population.

Precision: If the decision to be made on the basis of research is important, then accuracy of data is a primary concern of the researcher. This calls for larger sample. Data must be obtained more precisely.

20. Explain purpose of factor analysis

Factor analysis is a general name denoting a class of procedures primarily used for data reduction and summarization. In marketing research, there may be a large number of variables, most of which are correlated and which must be reduced to a manageable level.

Relationships among sets of many interrelated variables are examined and represented in terms of a few underlying factors.

21. Explain purpose of MDS scaling

MDS has been used in marketing to identify the following:

- 1 The number and nature of dimensions consumers use to perceive different brands.
- 2 The positioning of brands on these dimensions.
- 3 The positioning of consumers' ideal brand on these dimensions.

22. Steps in conjoint analysis.

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Formulate the problem
Construct the stimuli
Decide on the form of input data
Select a conjoint analysis procedure
Interpret the results
Assess the reliability and validity

23. Enlist major socio environmental variables for conduction an international marketing research.

Socio-cultural factors include values, literacy, language, religion, communication patterns, and family and social institutions. Relevant values and attitudes towards time, achievement, work, authority, wealth, scientific method, risk, innovation, change, and the Western world should be considered.

24. Four characteristics of focus group, why it is important to consider?

Purpose of group
Size of group
Duration
Composition
Moderator
Physical arrangement
Recording

25. Measures of variability

In statistics variability is measured by variance or standard deviation

26. Contras conjoint analysis with MDS

Like MDS, conjoint analysis relies on respondents' subjective evaluations. In MDS, however, the stimuli are products or brands. In conjoint analysis, the stimuli are combinations of attribute levels determined by the researcher. The goal in MDS is to develop a spatial map depicting the stimuli in a multidimensional perceptual or preference space. Conjoint analysis, on the other hand, seeks to develop the part-worth or utility functions describing the utility consumers attach to the levels of each attribute. The two techniques are complementary.

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27. Process of research report presentation

Problem definition,
approach,
Research design and fieldwork
Data analysis
Interpretation, conclusion, and recommendations
Report preparation
Oral presentation
Reading of the report by the client
Research follow-up

28. How can you probe during interview?

Probing questions are used to motivate, clarify, enlarge, or explain the answers. Techniques include the following:

- Repeat the question in the same words
- Repeat reply verbatim and confirm.
- Silent probe by unexpected pause and looks but should not be embarrassing
- Reassure and boost the respondent that there is no right or wrong, just what it means to him/her.
- Elicit clarification, by saying “I don’t quite understand”, “please tell me more”, “what do you mean”, “anything else”, “any other reason?”

29. What is importance of communication in presentation?

A researcher with good oral communication skills and no offensive mannerisms is considered more effective than the one who has good oral communication skills but offensive mannerisms.

30. Define parameter, precision level?

Parameter

- Parameter is the summary measurement of the population or census.

Precision Level

- Precision level is the allowable error between the parameter and statistical value.

Variability

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31. What is importance of projective techniques and how can they be used in international research?

A projective technique is an unstructured, indirect form of questioning that encourages participants to project their underlying motivations, beliefs, attitudes or feelings regarding the issues of concern. They are useful techniques for drawing out emotional values, exploring issues in a nonlinear manner or for bypassing participants' rational controls. They also help participants to verbalize unframed, subconscious, low-salience or low-involvement attitudes.

32. How can factor analysis be performed?

Steps of factor analysis

- Formulate the problem
- Construct the correlation matrix
- Determine the number of factors
- Rotate factors
- Interpret factors
- Calculate
- Factor scores
- Select surrogate variables
- Determine model fit

33. What is conjoint analysis?

Conjoint analysis attempts to determine the relative importance consumers attach to salient attributes and the utilities they attach to the levels of attributes. This information is derived from consumers' evaluations of brands or from brand profiles composed of these attributes and their levels. The respondents are presented with stimuli that consist of combinations of attribute levels. They are asked to evaluate these stimuli in terms of their desirability.

34. What are dependence and interdependence methods?

Dependence method is used to find linkage between dependent and independent variable where as interdependence method used to find association between two or more interdependent variable.

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35. Difference between correlation and regression?

Regression analysis procedure is used to analyze associative relationship between a metric dependent variable and one or more independent variables. It shows whether relationship between criterion and predictor variable exists or not; that whether the independent variable explains a significant variation in the dependent variable. Secondly the value of dependent variable is predicted for a given value of independent variable.

Correlation in contrast to regression is used to measure strength and direction of association between two numerical variables. These variables may not necessarily have dependent independent relationship. Secondly the objective in correlation analysis is not to use one variable to predict the other; it simply measures the strength of Co variation between two variables.

Methods to measure correlation

Multi regression analysis

Multiple discreminant

Multi variance analysis of variance

Structural equation modeling

Method to measure regression

Factor analysis

MDS

Conjoint analysis

36. Steps of cluster analysis?

Formulate the problem

Select a distance measure

Select a clustering procedure

Decide on the number of clusters

Interpret and profile clusters

Assess the reliability and validity

37. Ethics in report writing?

Honest

Open

Confidentiality

Legality

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Carefulness

38. Ethics in report presentation?

Many issues pertaining to research integrity arise during report preparation and presentation. These issues included ignoring pertinent data, compromising the research design, deliberately misusing statistics, falsifying figures, altering research results, misinterpreting the results with the objective of supporting a personal or corporate point of view, and withholding information. It is important that researchers deal with these issues in a satisfactory manner and prepare a report which accurately and fully discloses the details of all the procedures and findings.

39. Economic factor in international marketing research?

Economic environmental characteristics include economic size (gross domestic product, or GDP); level, source and distribution of income; growth trends; and sectoral trends. A country's stage of economic development determines the size, the degree of modernization and the standardization of its markets. Consumer, industrial and commercial markets become more standardized and consumers' work, leisure and lifestyles become more homogenized by economic development and advances in technology. The following example illustrates the problems inherent in understanding the characteristics of a country's stage of economic development and in forecasting the potential that exists there.

40. Compare regression and correlation?

Correlation	Linear Regression
Correlation examines the relationship between two variables using a standardized unit. However, most applications use raw units as an input.	Regression examines the relationship between one dependent variables and one or more independent variables. Calculations may use either raw unit values, or standardized units as input.
The calculation is symmetrical, meaning that the order of comparison does NOT change the result.	The calculation is NOT symmetrical. So one variable is assigned the dependent role (the values being predicted) and one or more the independent role (the values hypothesize to impact the dependent variable).

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Correlation coefficients indicate the strength of a relationship.	Regression shows the effect of one unit change in an independent variable on the dependent variable.
Correlation removes the effect of different measurement scales. Therefore, comparison between different models is possible since the rho coefficient is in standardized units.	Linear regression using <u>raw unit</u> measurement scales can be used to predict outcomes. For example, if a model shows that spending more money on advertising will increase sales, then one can say that for every added \$ in advertising our sales will increase by β .

41. Why we use variability? What are Measures of variability?

Variation in data, measure of dispersion, how volatile is data. As much variability is high risk is high.

In statistics variability is measured by variance or standard deviation, range, interquartile range, co-efficient of variance

42. Define critical value?

A number which causes rejection of the null hypothesis if a given test statistic is this number or more, and acceptance of the null hypothesis if the test statistic is smaller than this number.

43. Scenario- need of marketing research or not

44. Differentiate between nominal and ordinal scale. (3 marks)

Nominal

Values or observations can be assigned a code in the form of a number where the numbers are simply labels. You can **count but not order** or measure nominal data. Examples: Sex and eye color.

Ordinal

Values or observations can be ranked (put in order) or have a rating scale attached. You can **count and order**, but not measure, ordinal data. Example: house numbers and swimming level.

45. Purpose of factor analysis. (3 marks)

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Factor analysis is a general name denoting a class of procedures primarily used for data reduction and summarization. In marketing research, there may be a large number of variables, most of which are correlated and which must be reduced to a manageable level. Relationships among sets of many interrelated variables are examined and represented in terms of a few underlying factors.

46. write various steps of cluster analysis (3 marks)

Formulate the problem
Select a distance measure
Select a clustering procedure
Decide on the number of clusters
Interpret and profile clusters
Assess the reliability and validity

47. limitation of conjoint analysis (3 marks)

Conjoint analysis assumes that the important attributes of a product can be identified. Furthermore, it assumes that consumers evaluate the choice alternatives in terms of these attributes and make trade-offs. In situations where image or brand name is important, however, consumers may not evaluate the brands or alternatives in terms of attributes. Even if consumers consider product attributes, the trade-off model may not be a good representation of the choice process. Another limitation is that data collection may be complex, particularly if a large number of attributes are involved and the model must be estimated at the individual level. This problem has been mitigated to some extent by procedures such as interactive or adaptive conjoint analysis and hybrid conjoint analysis. It should also be noted that the part-worth functions are not unique.

48. discuss why research report and its presentation are important in marketing research give three logical reasons (3 marks)

For the following reasons, the report and its presentation are important parts of the marketing research project:

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- 1 They are the tangible products of the research effort. After the project is complete and management has made the decision, there is little documentary evidence of the project other than the written report. The report serves as a historical record of the project.
- 2 Management decisions are guided by the report and the presentation. If the first five steps in the project are carefully conducted but inadequate attention is paid to the sixth step, the value of the project to management will be greatly diminished.
- 3 The involvement of many marketing managers in the project is limited to the written report and the oral presentation. These managers evaluate the quality of the entire project on the quality of the report and presentation.
- 4 Management's decision to undertake marketing research in the future or to use the particular research supplier again will be influenced by the perceived usefulness of the report and the presentation.

49. Outline the process of design questionnaire. you are required to mention process in designing ideal questionnaire(5 marks)

Specify the information needed
Specify the type of interviewing method
Determine the content of individual questions
Overcome the respondent's inability and unwillingness to answer
Choose question structure
Choose question wording
Arrange the questions in proper order
Identify the form and layout
Reproduce the questionnaire
Eliminate problems by pilot-testing

50. Differentiate between dependency methods and inter dependency methods for data analysis. (5 marks)

51. Define steps of factor analysis

Formulate the problem
Construct the correlation matrix
Determine the number of factors
Rotate factors
Interpret factors

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Calculate factor scores
Select surrogate variables
Determine model fit

52. Differentiate b/w chi square, person correlation and spearman correlation and also write coefficient of correlation (5 marks)

Chi-square statistic

The statistic used to test the statistical significance of the observed association in a cross-tabulation. It assists us in determining whether a systematic association exists between the two variables

Nominal data ki base pr chi

Spearman ordinal ki base pr

Pearson interval ki base pr

53. Write importance of budget section in proposal section (5 marks)

54. 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?

55. What is leading question? Give example.

56. Hybrid conjoint analysis

57. Contrast between multidimensional scaling and conjoint analysis.

58. Benefits of report writing and presentation.

59. Why it is good for a company to know legal variables for international market research?

60. Computer software advantages in data analyzing.

61. Dependent method and interdependent method?

62. Define, Chi square, Pearson correlation, range.

63. Ethics for researcher and client for research report present research object

64. Difference of common factor and principal components

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65. Importance of communication in report prospect.
66. What are dependence and interdependence methods?
67. Steps of MDS analysis?
68. Pretest of questionnaire
69. Stratified sampling of proportionate and disproportionate
70. Hybrid
71. Mr. Ali appointed as analysis . Tell him about his job.
72. Chi square, spearman, pearson definition .construct the table for correlation coefficient
73. purpose of factor analysis
74. why cross tabulation used in commercial marketing research? Give five reasons
75. Enlist three method of finding no of factors in factor analysis
76. What is difference between on air test and trailer test
77. Advantages of publishing research report on web
78. Contrast MDS and conjoint analysis
79. Online focus group is faster than traditional. Discuss
80. Four characteristics of focus group and importance of each step?
81. Why we use ANOVA?
82. "Increase in advertisement will increase sale of product". What type of hypothesis is this? Which other hypothesis we can develop from it?
83. How data simplifies in hybrid conjoint analysis?
84. 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?
85. Why we use ANOVA?
86. Why computer software packages increased the use of multivariate analysis?
87. 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?
88. 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
89. contrast conjoint analysis with MDS
90. List down five ethical issues in report writing for report writer and research report user.
91. Why we use frequency distribution give 5 reasons
92. What is variability, its usage in business, list down five measures of variability
93. What you think about research report as communication tool.
94. Write two main points about hybrid conjoint analysis

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95. A focus group moderator plans to administer a questionnaire before starting group discussion about new compensation concept.
96. Is this good idea? Justify with valid reasons.
97. What is the purpose of factor analysis?
98. Why computer software has increased the use of multivariate analysis? Give 2 reasons
99. What is the implications of result section in marketing research?
100. Enlist sociocultural environment variables.
101. 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?
102. In-house editors purpose and responsibilities.
103. Contrasts b/w MDS & Conjoint analysis.
104. What is the usefulness of regression analysis and the result of regression analysis.
105. Briefly describe the role of probing questions during interview.
106. Design 5 questions to measure the customer satisfaction about the bank services.

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