

Thanks to

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3 Marks Questions:

- What are the various steps in performing cluster analysis?
- List down the various steps in conjoint analysis
- Professor of marketing research has assigned a project to two different students and has given instructions that one of them will have to use any technique of probability sampling while the other will have to use any technique of non-probability sampling. List down any three techniques for sampling in each category which can be used?
- One half of a sample received an incentive in a mail survey; the other half did not. A comparison of response rates is desired. Which of the tests of differences is appropriate in this situation? Justify with valid reason (s).
- What are the advantages of publishing marketing research reports on the Web?

5 Marks Questions:

- What is meant by problem definition and why is it the most important task in marketing research project?
- Which of the two approaches can best be used to obtain perception data – the direct approach or the derived approach? Justify with valid reasons.
- What are the primary and secondary objectives of a research report?
- Financial cost of a research is very important ingredient and its details are provided in research budget section of proposal. Describe the importance of this section.
- Suppose you are the research & development manager of your firm & have the following hypothesis before starting marketing research for your firm:

“If I increase the advertisement of my products, the sales will increase”

Describe what type of hypothesis is this? And from this hypothesis, what other hypotheses you can generate & how will you name those hypotheses?

- Differentiate between On-the-Air-Test & Trailer Test.