

MKT711 - MARKETING RESEARCH final term fall 2013

Q1- Probing the respondent.

Q2- Steps in Hypothesis Testing

Q3-Describe Null and Alternative Form of Hypothesis.

Q4- How different Statistical Tests techniques are selected

Q5- When we use sample & population standard deviation.

Q6- Regression & Correlation.

Q7 - What is the significance level? How the researchers select the significance level?

Q8- What are the exploratory findings of this study?

“Mobile customer segmentation based on smart phone Measurement”

Q9- Measurement of variability in marketing research?