

Marketing research 23/8/2014 Final Term Paper

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- (1) How would you explain the normal distribution and standardize normal distribution.
- (2) What is the significance level, how does a researcher choose a significance level?
- (3) What are the factors that determine the choice of the appropriate statistical techniques?
- (4) When is it appropriate to use analysis of variance ANOVA
- (5) Give any 4 reasons why cross tabulation is widely used in market research
- (6) What are the assumptions made by the regression model in estimating the parameters and in significance testing?
- (7) When conducting market research what general rules should be followed to determine when the different measures of location should be used,
- (8) What are the implications of results section in the market research record.