

MKT611 Marketing Research MIDTERM 2011 paper

Q1: A researcher want to know purchase behavior of an individual that why he\she buys one brand instead of the other? Will observation be sufficient for data collection?

Q2: how to motivate respondent to response and increase interest and response rate of respondent?

Q3: different techniques of probability and non probability sampling

Q4: parameters to over come respondent inability to answer.

Q5: differentiate between proportionate and disproportionate stratified sampling.