

MKT711 (MARKETING RESERCH) PAPER 1-JUNE-2013

- Diff b/w leaded and loaded question + give examples (5 marks)
- Compare qualitative and quantities research (5 marks)
- Probability and non probability. List 3 technique of sampling in each (3 marks)
- Diff b/w parameter , statistic , precision level (3 marks)
- Diff b/w nominal and ordinal scale + example (3 marks)
- Compare cross sectional with longitudinal design (3 marks)