

**MKT711- MARKETING RESEARCH Midterm 2013**

31st May 2013, TIME 3:30 p.m.

1. A Chinese restaurant chain is considering of expanding its product line by adding breakfast menu. You suggest the suitable research design ( exploratory, descriptive or causal) 3Marks
2. What is the purpose of random assignment of subjects serve? 3marks
3. What are the advantages of systematic sampling? 3marks
4. Differentiate b/w rank order scaling and paired comparison scaling? 3marks
5. Q. A MS student gave a questionnaire to his supervisor for review. After completing the review, supervisor has underlined many questions and has given a common comment i.e. "leading questions; modify it". What is a leading question? Explain with examples. 3marks
6. Scenario.....What are some of the issues must be considered when evaluating the secondary data? 5marks
7. What is the Construct validity and what are the types of construct validity? 5marks
8. Scenario.....Specific uses of probability and non-probability sampling? 5marks