

Mkt 711 paper ,MIDTERM 30may 2013

- Differentiate b/w cross sectional and longitudinal study design
- Differentiate b/w interval and ration scale
- Scenario base.....is it a experiment if yes then why.
- Scenario base.....write difference b/w stratified proportionate and non proportionate sampling
- Scenario base.....Limitation of unstructured questions for the client
- Scenario base.....Application of dept interview.
- Define construct validity and its types
- Scenario base.....write in which situation probability and non probability sampling is appropriate