

Marketing Research MKT711 Final Term Paper-2013

For MSBA students

Thanks TO MR Rizwan Pasha

Composed by: DR ABDUL SABOOR

Mb120400120@vu.edu.pk

Dr7wb@yahoo.com

Dr7wbvr@gmail.com

Cell=0334-7165488

Vehari-Punjab-Pakistan

Three Marks Questions

Q NO1: Write difference between ratio scale and likert scale.

QNO2: A manger show attitude as yes, no, not know which test you will apply and why?

QNO3: Steps of cluster analysis

QNO4: Steps of conjoint analysis

QNO5: We use research report as communication tool, explain it.

QNO6: Usefulness and drawback of likert scale.

Five Marks Questions

QNO7: Steps of factor analysis

QNO8: Explain difference between correlation and regression

QNO9: Provide Guide line in new product research as a team leader

QNO10: Reserch budget and its importance briefly explain

QNO11: Differentiate bar chart, line chart, pie chart

DR ABDUL SABOOR MSBA(HRM) 2nd semester

