

Marketing Research MKT711 Final Term 2013 paper(21-07-2013)

Thanks to MRS Qurrat Ul Ain MSBA (HRM) 2nd semester

QNO1: How you can differentiate between parameter, statistics, and precision?

QNO2: Explain purpose of factor analysis.

QNO3: Explain purpose of MDS scaling.

QNO4: Steps in conjoint analysis.

QNO5: Enlist major socio cultural environmental variables for conduction an international marketing research.

QNO6: Four characteristics of focus group, why it is important to consider?

QNO7: Measures of variability

QNO8: Contras conjoint analysis with MDS

QNO9: Process of research report presentation

QNO10: Difference between oral and written presentation of research report.

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