

Marketing Research Final Term 2013

Final Term Questions 20-07-2013

Thanks to [MR AHMAD ASFAND YAR](#)

Q. what is leading question? Give example.

Q. Hybrid conjoint analysis

Q. Contrast between multidimensional scaling and conjoint analysis.

Q. benefits of report writing and presentation.

Q. why it is good for a company to know legal variables for international market research?

Q. computer software advantages in data analyzing.

Q. Dependent method and interdependent method?

Q. Define, Chi square, Pearson correlation, range.