

MKT711 FINALTERM 2013 PAPER(22-07-2013)

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Total 11 Questions

6= 5 marks , 5=3 marks

- Proportionate and disproportionate Stratified sampling
- Why pretesting of questionnaire is done
- Diff b/w oral presentation and research report
- Advantages of publishing research report on web
- Which approach is better to get perception data... direct or (don't remember, I think derived)
- Y we calculate variability and state different measure to calculate it
- Why we use frequency distribution. State at least 5 reasons
- State 5 steps preparation of writing research report

These are the ones I remember