

MKT 711 Final Term 25-07-2013

- Q1. Steps of cluster analysis?
- Q2. Ethics in report writing?
- Q3. Ethics in report presentation?
- Q4. Economic factor in international marketing research?
- Q5. Compare regression and correlation?
- Q6. Why we variability? Measures of variability?
- Q7. Define critical value?
- Q8. Senario- need of marketing research or not?

Best of luck all of you.....

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