

MKT 711 Final Term 2013 by Ambreen Gul

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Q .1 ABC INC.is a car rental firm.it wishes to conduct a survey to determine the satisfaction level of car rental users.what type of communication medium will be used for data collection in such a case?explain it briefly.

Q.2 What is the purpose of multivariate analysis of variance?

Q.3 What are the various steps in performing cluster analysis?

Q.4 List down the various step in conjoint analysis ?

Q.5 WHY IS IT important to think of the research report from communication perspective?

Q.6 While conducting a research on consumer behaviour in grocery/departmental stores,respondent seem to be unwilling to answer the questions.what can be the possible reasons behind this situation?

Q. 7 When should interviewers probe during an interview?give at least three exemples of (probing technique)how it should be done?

Q.8 CONTRAST conjoint analysis with multidimensional scaling(MDS)?

Q.9 What is the usefulness of regression analysis and the result of regression analysis?

Q.10 Differentiate b/w on the-air-test & trailer test?

Q.11 Briely describe the role of probing question during interviews?