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1. How should a researcher ask questions from respondents? What to do if a question is already answered by the respondent? What if respondent do not understand a question
2. What is the difference between z test and t test?
3. Generate hypothesis from given scenario
4. How different Statistical Tests techniques are selected
5. Why report and presentation are important in marketing research process?
6. What is correlation coefficient? What does negative and positive correlation means?
7. Explain three categories of marketing tensions mentioned in article (Challenges and solutions for marketing in a digital era.
8. if nominal data is given what type of statistical analysis can be used to that