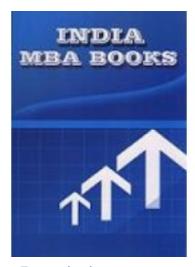
# Research for Marketing Decisions



**Brand:** Mehta Solutions **Product Code:** ou-011

Weight: 0.00kg

Price: Rs500

**Short Description Osmania university Research for Marketing Decisions** 

**Description** 

**Research for Marketing Decisions SOLVED PAPERS AND GUESS** 

Product Details: osmania University Research for Marketing Decisions

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM** 

**Publisher: MEHTA SOLUTIONS** 

**Edition Description: 2018-19** 

**RATING OF BOOK: EXCELLENT** 

#### ABOUT THE BOOK

#### FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other osmania University book solutions now mehta solutions brings top solutions for **osmania university Research for Marketing Decisions** contains previous year solved papers plus faculty important questions and answers specially for osmania University .questions and answers are specially design specially for osmania University students.

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- Case studies solved
- New addition fully solved
- last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

## FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

**RESEARCH FOR MARKETING DECISIONS Unit 1: Meaning and Importance of Marketing Research** Marketing Research, Marketing information system – Marketing Decision Support System – Research Design Introduction to Design of Experiments – Exploratory, causative, conclusive and experimental designs. **Unit 2: Marketing Research Process**Sources and methods of gathering marketing information – Respondents, Experiments, Simulation (as a Source of Data Generations) and Panels, Sampling design and sample size determination. Measurement and scaling – Concept of

measurement and scaling – Types of Scales - Nominal, Ordinal, Interval and Ratio Scales - Attitude scales Thurstone's, Likert's, Guttman's, Semantic differential, Reliability and validity of a scales, Design of questionnaire. Unit 3: Decision-Making ToolsDecision Theory – Decision-making under certainty, Risk, Uncertainty, Criteria of decisionmaking-pessimism, Realism, Optimism, Regret, Equiprobable, EMV, EOL, Cost and value of information, Determination of EVPI utility as a concept of decision-making. Decision tree analysis – Decision Tree – Sequential decision-making. Unit 4: Non-Parametric Statistics in ResearchMcNemar, Sign Test – One and two samples, Run test, Wilcoxon matched pairs test, Mann-Whitney test, Kolmogorov-Simronov D test, Kruskal-Wallis tests. **Unit 5: Multi-Variate Analysis**Structural and functional methods – Factor analysis, Cluster analysis, Discriminate analysis, Conjoint analysis, Multi-Dimensional Scaling, Multiple Regression (Numerical with two independent variables). Research report – preparation – and presentation – Oral and written presentation.

### **Details**

- 1. Books by courier
- 2. Delivery in 5-7 days
- 3. Courier india only
- 4. Rating of product : largest selling