

# MARKETING RESEARCH



**Brand:** Mehta Solutions

**Product Code:** case887

**Weight:** 0.00kg

**Price:** Rs500

## Short Description

## MARKETING RESEARCH case study

## Description

## Multiple Choices:

**Q1. Process involving segmentation target market selection and positioning is called**

1. Marketing Strategy
2. Marketing plan
3. Marketing Intelligence
4. None of the above

**Q2. 4 Ps of Marketing is**

1. Product, Pricing, Procurement, Place

2. **Place, Pricing, Plan, Product**
3. **Product, Pricing, Promotion, Place**
4. **None of the above**

**Q3. Type of Marketing research scale in which variable can be used to compute the commonly used statistical measures like average etc is**

1. **Ordinal scale**
2. **Ratio scale**
3. **Internal scale**
4. **Nominal scale**

**Q4. Technique of Market research, which include the word associations and a respondent is asked to think of a word which comes to mind when he thinks of a brand is**

1. **Qualitative Technique**
2. **Retail Audit**
3. **T. V. Audience measurements**
4. **None of the above**

**Q5. The Error which occurs due to the selection of some units and non-selection of other units into the sample is**

1. **Non-sampling error**
2. **Sampling error**
3. **Total error**

4. **None of the above**

**Q6. Data Nominal and Ordinal scale data are**

1. **Metric data**
2. **Non-metric data**
3. **Clustered data**
4. **None of the above**

**Q7. In the algebraic formula, the symbol for correlation is**

1. **c**
2. **r**
3. **a**
4. **None of the above**

**Q8. Graph useful for making extrapolations beyond observed data points is**

1. **Scatter graph**
2. **Histogram**
3. **Pistograph**
4. **Line graph**

**Q9. Ho symbolises for**

1. **Null hypothesis**

2. ANOVA series
3. Both (a) & (b)
4. None of the above

**Q10. Target population in sampling process is**

1. Population which is to be sampled
2. Population which is distributed
3. Population which is isolated
4. None of the above

**Part Two:**

**Q1. What are the major methods of doing primary research?**

**Q2. What is missing data?**

**Q3. What do you understand by Survey?**

**Q4. Define Data mining?**

**Q5. Was the problem identification and formulation systematically carried out? Discuss and put forward your viewpoints for improvement in this regard.**

**Q6. Whether the objectives were decided and listed in an appropriate manner? Whether hypothesis were to be formulated? What can be the hypothesis in this case?**

**Q7. If a sample of 100 of each category were requested, what sampling technique would you recommend be used? Why?**

**Q8. What types of errors, if any, would likely be present because of the sampling process being used?**

**Q9. What is Right to Privacy? Why is it relevant to Marketing Research.**

**Q10. What do you understand by cluster analysis and how they are useful in Market Segmentation?**

## **Details**

**1. Case study solved answers**

**2. pdf/word**

**3. Fully Solved with answers**