**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**DMKT304 – MARKETING RESEARCH**

**Assignment Set – 1**

**1. Determine causal research. Give examples to explain your answer.**

**Ans: Causal research:** Most people interpret scientific experimentation and research as studies to establish cause and effect relationships. Experiments on causal relationships investigate the effect of one or more variables on one or more outcome variables. This type of research also determines if one variable Its Half solved only

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whatsapp no 8791490301.

**2. What do you mean by Experimental Designs? Explain the nine types of Experimental designs.**

**Ans: Experimental Designs:** This kind of study is a process that plans natural order events to meet specific objectives. In this method, certain factors are controlled to see the effect on certain other factors. Here

**3. Examine the process of designing a questionnaire.**

**Ans:**

**These are explained as follows:**

**• Decide the information required:** Decide the things which should be collected from the respondents. Thus, a small number of informal interviews should be taken from the respondents which help in making

**Assignment Set – 2**

**4. Discuss the concept of data editing.**

**Ans:** Then data editing and coding processes are used. After that data cleaning is used in which different statistical software is used. The last step of the process is preliminary data analysis in qualitative research which you will study in the end. In qualitative marketing research, data analysis is done with the

**5. Express in detail about Research Report and its characteristics.**

**Ans:** A **research report** is an oral presentation or a written document established on a written document that conveys the purpose, scope, objectives, hypotheses, methodology, findings, limitations, and ultimately, recommendations of a research project to others. You will find that a report is a very

**6. What do you mean by advertising Research? Also explain the need for advertising Research.**

**Ans:** Advertising research assists in measuring the effectiveness of promotion as well as describing the shifts in the marketplace. You must be aware that each consumer product marketing executive generally knows that although companies spend around 10% to 30% of revenue on advertising and