**SESSION SEP-OCT 2022**

**PROGRAM MASTER OF BUSINESS ADMINISTRATION (MBA)**

**SEMESTER III**

**COURSE CODE &amp; NAME DMKT304– MARKETING RESEARCH CREDITS 4**

**Assignment Set – 1**

**1. Explain non-probability techniques and various types of non-probability sampling techniques with suitable examples.**

**Ans: Non-probability sampling:** These methods do not provide every item of the population with any known chance of being selected in the sample. Here, there is no attempt to select a representative sample. The elements of samples are selected on the convenience and/or judgment of the researcher or field

**2. What are 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 researcher observes the study and experiments in the correct order. Because this study

**3. Explain in brief about focus group interview, its requirement, and the problems that may arise from using focus group**

**Ans:** They are the best known and widely used type of indirect interviews. Here, a group of people participates in an unstructured indirect interview that the moderator conducts. The group usually consists of six to ten people. In general, the selected persons have similar backgroundsIts Half solved only

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**Assignment Set – 2**

**4. Discuss the various properties of scales of measurement. Give suitable examples. Also explain the types of Primary Scales of Measurement**

**Ans: Let’s discuss each in detail:**

**• Assignment property:** The assignment property is also known as description property. It refers to the researcher’s usage of unique descriptors or labels to identify each object within a set.

**Example:** A researcher

**5. Explain the methods of consumer marketing research.**

**Ans:** In this section, you will study a form of applied sociology which is known as Consumer Market Research. It focuses on the study of consumer attitudes, behavior, and preferences in a market-based economy. It also seeks to understand the effects and success of a marketing campaign among its target

**6. What do you understand by a & quot; quality research report & quot? What are the factors that a researcher should consider while developing such a report?**

Ans: The first thing a quality research report should have which is essential to get your reader's attention is a powerful heading and a good summary. If you fail to get your prospects' attention, you will fail to