MODULE 2: MARKET RESEARCH AND CONSUMER BEHAVIOR

LESSON IV – MARKET RESEARCH AND CONSUMER BEHAVIOR II

Section A  True/false:
1. The objective of descriptive studies is to gain insight and deeper understanding of the object of study, the person, object, situation etc.
2. Interval/Ratio Scale qualifies for parametric tests.

Section B  Fill up the blanks:

1. The two data sources are ________________ sources and ________________ sources.
2. The two types of sampling are ___________________ and ________________.
3. The most commonly used type of research is that of ____________ studies.
4. ____________________are the most popular of all techniques for data collection as far as the field of marketing is concerned.
   ________________ research is commonly used in test marketing for pre-testing of the product before launch.