

Unit 6 - Capturing Marketing Insights II

Course outline

How to access the portal

Assignment 0

Introduction to Marketing

Scanning the Business Environment

Capturing Market Insights

Capturing Marketing Insights II

 Causal Research

 Measurement and Scaling

 Questionnaire and Sampling

 Sampling Techniques

 Data Collection, Preparation and Analysis

 Multivariate Data Analysis

 Quiz : Assignment 4

 Solution 4

 Feedback For Week 4

Analyzing the Buyer Behaviour

Analyzing Buyer Behaviour II

Segmentation , Targeting and Positioning

Positioning Based on Segmentation and Targeting

Text Transcription

Live Session

Assignment 4

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2019-08-28, 23:59 IST.

1) _____ is the extent to which two variables tend to increase or decrease in parallel and _____ is the relationship between two variables wherein changes made to the first variable is one of the possible causes of the changes in the second variable. **1 point**

- Correlation, Causality
 Causality, Correlation
 Correlation, Correlation
 Causality, Causality

No, the answer is incorrect.
Score: 0

Accepted Answers:
Correlation, Causality

2) _____ is the condition for causality which mandates that cause and effect should occur together and vary together in a postulated way. **1 point**

- Temporal Precedence
 Concomitant variation
 No plausible alternative explanation
 None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Concomitant variation

3) _____ scale of measurement uses labels or tags for identifying and classifying objects and do not reflect amount of characteristics possessed? **1 point**

- Ordinal
 Ratio
 Intervals
 Nominal

No, the answer is incorrect.
Score: 0

Accepted Answers:
Nominal

4) The following question is asked in a survey: **1 point**

I like the flavour of XYZ potato chips.

- a. Strongly agree
 b. Agree
 c. Neither agree nor disagree
 d. Disagree
 e. Strongly Disagree

The scale used for measurement is:

- Dichotomous scale
 Semantic differential scale
 Likert scale
 None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Likert scale

5) A type of convenience sampling in which the respondents are selected on the basis of investigator's perceived suitability of the respondent is: **1 point**

- Judgemental sampling
 Quota sampling
 Random sampling
 Snowball sampling

No, the answer is incorrect.
Score: 0

Accepted Answers:
Judgemental sampling

6) Type I error is said to occur when: **1 point**

- H0 is accepted when H0 is true
 H1 is accepted when H1 is true
 H0 is rejected when H0 is true
 H1 is rejected when H1 is false

No, the answer is incorrect.
Score: 0

Accepted Answers:
H0 is rejected when H0 is true

7) _____ is a two stage sampling process in which control categories of population elements are created and in the next stage sample elements are drawn from categories based on judgement or convenience. **1 point**

- Cluster sampling
 Systematic sampling
 Random sampling
 Quota sampling

No, the answer is incorrect.
Score: 0

Accepted Answers:
Quota sampling

8) In _____ scale zero point is fixed and geometric mean and/or harmonic mean can be calculated. **1 point**

- Nominal
 Ordinal
 Ratio
 Intervals

No, the answer is incorrect.
Score: 0

Accepted Answers:
Ratio

9) A laptop maker is trying to identify which attributes are important to the consumer (say memory or hard drive) and also trying to determine the appropriate levels (Whether RAM should be 4GB or 8GB). The appropriate tool to be used is: **1 point**

- Cluster analysis
 Conjoint Analysis
 MANCOVA
 Regression

No, the answer is incorrect.
Score: 0

Accepted Answers:
Conjoint Analysis

10) Internal validity of an experimental design relates to _____ and external validity of an experimental design relates to _____. **1 point**

- Controlling extraneous variables, Generalization of causality
 Generalization of causality, Controlling extraneous variables

No, the answer is incorrect.
Score: 0

Accepted Answers:
Controlling extraneous variables, Generalization of causality