Assignment 2

Do on 2020-02-12, 23:59 AM IST.

1. Conjoint analysis is a market research approach for measuring the value that customers place on features of a product or service.
   a. True
   b. False

2. The choice-based conjoint analysis uses the following technique for sharing influences:
   a. Linear Regression
   b. Non-linear Regression
   c. None of the above

3. Why is conjoint analysis POSTED?
   a. Standard error of regression and r-squared
   b. Types of measurement
   c. Over-sampled
   d. High cost of sampling

4. Conjoint analysis may also lead to heuristic-based responses.
   a. True
   b. False

5. Standard error of regression and r-squared is known as:
   a. square of coefficient
   b. variance explained
   c. sum of squared
   d. mean of squared

6. Combinations of qualitative attributes are not possible as conjoint analysis.
   a. True
   b. False

7. A function __________ used for displaying constant of life.
   a. string
   b. exit
   c. mean
   d. near of the above

8. The B squared value is always between __________ and __________.
   a. 0.1
   b. 0.3
   c. 0.5
   d. None of the above

9. The following are not an application of conjoint analysis:
   a. Segmentation
   b. Product Design
   c. Predict growth
   d. None of the above

10. Conjoint analysis is used in market research for understanding the heterogeneity of consumer preferences and developing tailored marketing strategies.
   a. True
   b. False

11. The choice of products in a market research study is influenced by __________.
    a. string
    b. exit
    c. mean
    d. near of the above

12. RE4X is a measure of how concentrated the data is around the line of best fit.
    a. True
    b. False

Accepted Answers