

Unit 4 - Week 2

Course outline

How does an NPTEL online course work?

week 0

Week 1

Week 2

Lecture 7 : What Consumers Want

Lecture 8: What Consumers Want (Contd.)

Lecture 9 : What Consumers Want (Contd.)

Lecture 10 : What Consumers Want (Contd.)

Lecture 11 : What Consumers Want (Contd.)

Lecture 12 : What Consumers Want (Contd.)

Lecture Material

Quiz : Assignment 2

Feedback Form

Week 3

Week 4

week 5

Week 6

Week 7

Week 8

Week 9

Week 10

Week 11

Week 12

Details Solution

DOWNLOAD VIDEOS

Text Transcripts

Live Interactive Session

Assignment 2

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

Due on 2020-02-12, 23:59 IST.

1) Conjoint analysis is a market research approach for measuring the value that consumers place on features of a product or service. 2 points

- a. True
- b. False

- a
 b

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

2) The choice based conjoint analysis uses following technique for drawing inferences 2 points

- a. Linear Regression
- b. T-Test
- c. Logistic Regression
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

3) Conjoint analysis may lead to heuristic based responses. 2 points

- a. True
- b. False

- a
 b

No, the answer is incorrect.

Score: 0

Accepted Answers:

a

4) Standard error of regression analysis is known as _____ 2 points

- a. average of coefficient
- b. variance of residual
- c. mean of residual
- d. average of residual

- a
 b
 c
 d

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

5) Combination of multiple attributes are not possible in conjoint analysis 2 points

- a. True
- b. False

- a
 b

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

6) A function _____ is used for displaying content of list 2 points

- a. string()
- b. str()
- c. stg()
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.

Score: 0

Accepted Answers:

b

7) The R-squared value is always between ___ and ___ 2 points

- a. -1, 1
- b. 0, 0.5
- c. 0, 1
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.

Score: 0

Accepted Answers:

c

8) The following is not an application of conjoint analysis 2 points

- a. Segmentation
- b. Pricing
- c. Product Design
- d. None of the Above

- a
 b
 c
 d

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

9) _____ coefficients are the estimates resulting from a regression analysis that have been standardized so that the variances of dependent and independent variables are 1. 2 points

- a. Alpha
- b. Standard deviation
- c. P value
- d. Beta

- a
 b
 c
 d

No, the answer is incorrect.

Score: 0

Accepted Answers:

d

10) RMSE is a measure of how concentrated the data is around the line of best fit. 2 points

- a. True
- b. False

- a
 b

No, the answer is incorrect.

Score: 0

Accepted Answers:

a