

Unit 2 - Week 1: Introduction to Marketing Research and Analysis

Course outline

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Week 1: Introduction to Marketing Research and Analysis

- Lecture-1 Introduction to Marketing Research
- Lecture-2 Defining Research Problem
- Lecture-3 Developing Research Approach & Developing Research Design: Non- Conclusive
- Lecture-4 Research Design: Conclusive
- Lecture-5 Qualitative Research: Nature and Approaches

Quiz : Assignment 1

Week-2: Qualitative Research Technique, Research Data & Scaling

Week-3: Scale & Questionnaire Development, Sampling & Experimentation

Week 4: Sample Size Determination, Hypothesis Testing & Data Preparation

Week 5: Hypothesis Testing- ANOVA ,MANOVA, Correlation & Regression, Factor Analysis

Week 6: Data Analysis- Factor , Cluster & SEM

Week 7: Cluster & Discriminant Analysis, Rural & International Marketing Research

Week 8: Ethics , Report, MDS & Conjoint Analysis

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Assignment 1

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

Due on 2019-09-11, 23:59 IST.

1) Marketing research is the function that links the consumer, customer, and public to the marketer through _____ . **1 point**

- Sales
- Computer
- Information
- All of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
Information

2) Which type of research approach is concerned with developing a hypothesis based on existing theory and then designing the research strategy to test the hypothesis? **1 point**

- Deductive approach
- Inductive approach
- Abductive approach
- None of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
Deductive approach

3) Which of the following is/ are the type/s of problem solving research? **1 point**

- Product research
- Segmentation research
- Pricing research
- All of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
All of the above

4) "To provide the insights and understanding of the nature of marketing phenomena" is the objective of which research design? **1 point**

- Descriptive research
- Exploratory research
- Causal research
- Conclusive research

No, the answer is incorrect.
Score: 0

Accepted Answers:
Exploratory research

5) The second step in marketing research process is _____. **1 point**

- Developing an approach to the problem
- Defining/ identifying problem
- Data collection
- Research design formulation

No, the answer is incorrect.
Score: 0

Accepted Answers:
Developing an approach to the problem

6) A cohort is a group of respondents who experience the _____ event within the _____ time interval. **1 point**

- Same; same
- Same; different
- Different; same
- Different; different

No, the answer is incorrect.
Score: 0

Accepted Answers:
Same; same

7) Focus groups technique is used for collecting which type of data? **1 point**

- Quantitative
- Qualitative
- All of the above
- None of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
Qualitative

8) A research approach based upon the observation of the customs, habits and differences between people in everyday situations is known as _____. **1 point**

- Action research
- Projective technique
- Ethnography studies
- None of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
Ethnography studies

9) Which concept is considered as 'marketing concept'? **1 point**

- Segmentation concept
- Societal marketing concept
- Service concept
- Distribution concept

No, the answer is incorrect.
Score: 0

Accepted Answers:
Societal marketing concept

10) Cross-sectional research design lies under which type of research design? **1 point**

- Descriptive research
- Exploratory research
- Causal research
- Non-conclusive research

No, the answer is incorrect.
Score: 0

Accepted Answers:
Descriptive research