## Assignment 1

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

<table>
<thead>
<tr>
<th>Course outline</th>
<th>Due on 09-09-13, 23:59 IST.</th>
</tr>
</thead>
<tbody>
<tr>
<td>How to access the portal?</td>
<td><strong>Assignment 1</strong></td>
</tr>
<tr>
<td>Week 1: Introduction to Marketing Research and Analysis</td>
<td><strong>Due on 09-09-13, 23:59 IST.</strong></td>
</tr>
<tr>
<td>Lesson 1: Introduction to Marketing Research and Analysis</td>
<td><strong>Due on 09-09-13, 23:59 IST.</strong></td>
</tr>
<tr>
<td>Lesson 2: Data Collection Techniques, Data Scaling, and Sample Design</td>
<td><strong>Due on 09-09-13, 23:59 IST.</strong></td>
</tr>
<tr>
<td>Lesson 3: Analytical Techniques: Descriptive, Correlation &amp; Regression, Factor Analysis</td>
<td><strong>Due on 09-09-13, 23:59 IST.</strong></td>
</tr>
<tr>
<td>Lesson 4: Hypothesis Testing: ANOVA, MRRM, Correlation &amp; Regression, Factor Analysis</td>
<td><strong>Due on 09-09-13, 23:59 IST.</strong></td>
</tr>
<tr>
<td>Lesson 5: Marketing Research: Data Analysis Report, Case Study &amp; Research Project</td>
<td><strong>Due on 09-09-13, 23:59 IST.</strong></td>
</tr>
<tr>
<td>Lesson 6: Data Analysis Report, Case Study &amp; Research Project</td>
<td><strong>Due on 09-09-13, 23:59 IST.</strong></td>
</tr>
<tr>
<td>Lesson 7: Cluster &amp; Segmentation Analysis, Rasch &amp; International Marketing Research</td>
<td><strong>Due on 09-09-13, 23:59 IST.</strong></td>
</tr>
<tr>
<td>Lesson 8: Ethics, IRB &amp; Non-Experimental Analysis</td>
<td><strong>Due on 09-09-13, 23:59 IST.</strong></td>
</tr>
</tbody>
</table>

### Questions

1. **Marketing research is the branch that links the consumer, customer, and public to the market through...**
   - Marketing research is the branch that links the consumer, customer, and public to the market through...
   - The answer is incorrect. Score: 0
   - Accepted: Answers: None

2. **Which of the research approach is concerned with developing a hypothesis based on existing theory and then designing the research strategy to test the hypothesis?**
   - The answer is incorrect. Score: 0
   - Accepted: Answers: None

3. **Which of the following is NOT the aspect of problem solving research?**
   - The answer is incorrect. Score: 0
   - Accepted: Answers: None

4. **To provide the insights and understanding of the nature of marketing phenomena is the objective of which research design?**
   - To provide the insights and understanding of the nature of marketing phenomena is the objective of which research design?
   - The answer is incorrect. Score: 0
   - Accepted: Answers: None

5. **The second step in marketing research process is...**
   - The second step in marketing research process is...
   - The answer is incorrect. Score: 0
   - Accepted: Answers: None

6. **A focus group technique is used for collecting which type of data?**
   - A focus group technique is used for collecting which type of data?
   - The answer is incorrect. Score: 0
   - Accepted: Answers: None

7. **A research approach that gaits the identification of the customs, taboos and differences between people in everyday situations is known as...**
   - A research approach that gaits the identification of the customs, taboos and differences between people in everyday situations is known as...
   - The answer is incorrect. Score: 0
   - Accepted: Answers: None

8. **Which concept is considered as marketing concept?**
   - Which concept is considered as marketing concept?
   - The answer is incorrect. Score: 0
   - Accepted: Answers: None

9. **A review of recent research design lines under which type of research design?**
   - A review of recent research design lines under which type of research design?
   - The answer is incorrect. Score: 0
   - Accepted: Answers: None