Unit 2 - Week 1

Assignment 1

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

Due on 2019-02-13, 23:59 IST.

1) Marketing research is a:
   - Systematic process.  
   - Logical process.  
   - Continuous process.  
   - All of the above.

   No, the answer is incorrect.

   Score: 0

   Accepted Answers:
   All of the above.

2) ............ is calculated by adding the values of all observations and dividing the total by the number of observations.

   - Mean.
   - Median.
   - Mode.
   - None of the above.

   No, the answer is incorrect.

   Score: 0

   Accepted Answers:
   Mean.

3) Which of the following is not the measure of variability?

   - Range.
   - Standard deviation.
   - Variance

   Score: 0

   Accepted Answers:
   Standard deviation.
Problem definition.
Developing a research approach.
Formulating research design.
Data preparation and analysis.

No, the answer is incorrect.
Score: 0
Accepted Answers:
Problem definition.

5) ................. is not a suitable type of problem identification research.

- Segmentation research.
- Marketing potential research.
- Forecasting research.
- Business trend research.

No, the answer is incorrect.
Score: 0
Accepted Answers:
Segmentation research.

6) ............... is the potential source of research problem.

- Personal experience.
- Social issue.
- Consultation with expert.
- All of the above.

No, the answer is incorrect.
Score: 0
Accepted Answers:
All of the above.

7) Find the median of the following: 7, 5, 10, 17, 19, 31, 16

- 10
- 16
- 17
- 19

No, the answer is incorrect.
Score: 0
Accepted Answers:
16

8) ................. is the unproven statement or proposition about a factor or phenomenon that is of interest to the researcher.

- Research question.
- Research hypothesis.
- Research objective.
- Analytical model.

No, the answer is incorrect.
Score: 0
9) ........................is the good example of non-conclusive type of research design.  

- Causal research design. 
- Descriptive research design. 
- Exploratory research design. 
- None of the above. 

No, the answer is incorrect.  
Score: 0  

Accepted Answers:  
Exploratory research design.

10) ....................is an analytical model that provide a visual picture of the relationships between variables.  

- Graphical model. 
- Mathematical model. 
- Verbal model. 
- None of the above. 

No, the answer is incorrect.  
Score: 0  

Accepted Answers:  
Graphical model.