Q. 1. Explain the following:
(a) Hypothesis and Proposition.
(b) Management Decision problem and Marketing Research problem.
(c) EVPI relevance in research.
(d) Nominal v/s ordinal data.
(e) Type I and Type II errors.

UNIT - I

Q. 2. Explain marketing information system (MKIS) with suitable example.

Q. 3. Differentiate between exploratory and conclusive research designs in detail.

UNIT - II

Q. 4. Explain the following:
(a) Quota sampling v/s Judgemental sampling
(b) Stratified sampling v/s Cluster sampling

Q. 5. Differentiate the following:
(a) Constant sum and Paired comparison scale
(b) Sementic differential and staple scale.
UNIT - III

Q. 6. Explain the steps of designing questionnaire with relevant examples.

Q. 7. Explain various sources of secondary data. How secondary data is different from primary data?

UNIT - IV

Q. 8. Differentiate the following
(a) Univariate v/s Multivariate analysis
(b) Unidimensional v/s Multidimensional scaling

Q. 9. Explain various types of Research reports? Also explain common formate of writing report.