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| **SESSION** | **JULY-AUG 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DMKT304 MARKETING RESEARCH** |
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**Assignment Set – 1**

**1. Explain non-probability techniques and various types of non-probability sampling techniques with suitable examples.**

**Ans 1.**

**Non-Probability Sampling Techniques**

Non-probability sampling is a sampling method in which the samples are selected based on subjective judgment rather than random selection. It is commonly used when a complete sampling frame is unavailable or when researchers aim to study specific characteristics or behaviors in a target population. Unlike probability sampling, not every individual has an equal chance of being selected, which can introduce bias but is often practical and cost-effective.

Here are the main types of non-probability sampling techniques:

**1. Convenience Sampling**

This method involves selecting samples that are easiest to access and readily available to the

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**2. What are the nine types of Experimental designs?**

**Ans 2.**

**Nine Types of Experimental Designs**

Experimental designs are systematic frameworks that researchers use to establish cause-and-effect relationships by manipulating independent variables and observing the resulting changes in dependent variables.

Here are the nine types of experimental designs explained in detail:

**Pre-experimental Designs** Pre-experimental designs are the simplest form of experiments, often used in exploratory research. They lack random assignment and control groups, making it hard to determine causality. Examples include the **one-shot case study design**, where a

**3. Explain in brief about the focus group interview, its requirement, and the problems that may arise from using focus group**

**Ans 3.**

**Focus Group Interview: Overview, Requirements, and Challenges**

A **focus group interview** is a qualitative research method that involves a small group of participants discussing a specific topic under the guidance of a skilled moderator. This method is widely used in marketing research, social sciences, and other fields to gain in-depth insights into people’s attitudes, beliefs, and perceptions.

**Overview of Focus Group Interviews**

Focus groups typically consist of 6–12 participants who share common characteristics relevant to the research objective, such as demographics, purchasing habits, or professional

**Assignment Set – 2**

**4. Discuss the various properties of measurement. Give suitable examples. Also explain the types of Primary Scales of Measurement**

**Ans 4.** .

**Properties of Measurement and Types of Primary Scales of Measurement**

Measurement in research involves assigning numbers or symbols to variables according to specific rules to quantify attributes and analyze relationships. Effective measurement relies on several key properties and involves distinct primary scales.

**Properties of Measurement**

**Identity** The property of identity ensures that each measurement reflects unique

**5. Explain the methods of consumer marketing research.**

**Ans 5.**

**Methods of Consumer Marketing Research**

Consumer marketing research involves collecting and analyzing data to understand consumer preferences, behaviors, and decision-making processes. This information helps businesses develop effective strategies for product development, pricing, promotion, and distribution. Various methods are used to gather consumer insights, each suited to specific objectives and contexts.

**Surveys**

Surveys are one of the most common methods of consumer marketing research. They involve

**6. What do you understand by a "quality research report"? What are the factors that a researcher should consider while developing such a report?**

**Ans 6.**

**Understanding a Quality Research Report**

A quality research report is a structured document that communicates the findings, analysis, and conclusions of a research study in a clear, concise, and accurate manner. It serves as a bridge between the research process and its application by stakeholders, ensuring that the insights are actionable and valuable. A quality research report adheres to rigorous standards