

UNIT-II

11. What principles you would consider to choose the type of design to be used for causal research.
12. Discuss relevance and significance of observational research in marketing.

UNIT-III

13. Explain the types of reliability and validity testing for a scale.
14. What are different types of measurement instruments? Discuss the development of questionnaire.

UNIT-IV

15. Write down steps involved in data analysis using regression.
16. What is factor analysis? How does it help in interpretation of results?

SECTION-C

17. CASE STUDY :

You are a manager in research agency who have been given a task to study the effect of social media advertisement of fashion accessories on buying propensity of users, a target population will be teenagers and young adults aged between 15-25 years in Chandigarh tricity. However, you know it is practically difficult to gather data of all the social media users who are target customers.

Questions :

- a) Suggest the possible probability and non probability methods you as a researcher could use to select a sample out of the entire population. (3)
- b) Discuss the strategies and tactics to conduct social media market research on each social media platform. (6)
- c) What kind of questionnaire you would use. (3)

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.