

MODULE 2: MARKET RESEARCH AND CONSUMER BEHAVIOR

LESSON IV – MARKET RESEARCH AND CONSUMER BEHAVIOR II

Section A True/false:

1. The objective of descriptive studies is to gain insight and deeper understanding of the object of study, the person, object, situation etc.
2. Interval/Ratio Scale qualifies for parametric tests.

Section B Fill up the blanks:

1. The two data sources are _____ sources and _____ sources.
2. The two types of sampling are _____ and _____.
3. The most commonly used type of research is that of _____ studies.
4. _____ are the most popular of all techniques for data collection as far as the field of marketing is concerned.
_____ research is commonly used in test marketing for pre-testing of the product before launch.