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Courses » Marketing Research and Analysis-II

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# Unit 4 - Week 3

Register for Certification exam

## Course outline

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## Assignment 3

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

**Due on 2019-02-20, 23:59 IST.**

1) ……..is a small group brought together and guided by a moderator through an unstructured, spontaneous discussion for the purpose of gaining information relevant to the research problem *1 point*

- Depth interview
- Focus group
- Projective technique
- None of the above

**No, the answer is incorrect.**
**Score: 0**

**Accepted Answers:**
*Focus group*

2) Which of the following is not the objective of exploratory research? *1 point*

- Gain background information
- Clarify problems and hypothesis
- Establish research priorities
- Make conclusion

**No, the answer is incorrect.**
**Score: 0**

**Accepted Answers:**
*Make conclusion*

3) ……..is a set of advance decisions that make up the master plan specifying the methods and procedures for collecting and analyzing the needed information. *1 point*

- Research frame.
- Research skeleton

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*Research design.*

4) ……..repeatedly measure the same sample units of a population over time. ***1 point***

- Cross sectional research.
- Longitudinal research.
- Exploratory research.
- All the above.

**No, the answer is incorrect.**
**Score: 0**

**Accepted Answers:**
*Longitudinal research.*

5) Which of the following is not the condition of causality? ***1 point***

- Time order of occurrence of variables.
- Elimination of other possible causal factors.
- Cyclical variation.
- Concomitant variation.

**No, the answer is incorrect.**
**Score: 0**

**Accepted Answers:**
*Cyclical variation.*

6) …….are all variables other than the independent variables that affect the response of the test units ***1 point***

- Dependent variable.
- Extraneous variables
- Predictor variables.
- Outcome variables.

**No, the answer is incorrect.**
**Score: 0**

**Accepted Answers:**
*Extraneous variables*

7) Specific events that are external to the experiment but that occur at the same time as the experiment. ***1 point***

- Maturation.
- History.
- Instrumentation.
- Selection bias.

**No, the answer is incorrect.**
**Score: 0**

**Accepted Answers:**
*History.*

8) A determination of whether the cause-and-effect relationships found in the experiment can be generalised is called ***1 point***

- Internal reliability.
- External reliability.

- Internal validity.
- External validity.

**No, the answer is incorrect.**
**Score: 0**

**Accepted Answers:**
*External validity.*

9) Solomon four group design is the type of which experimental design. ***1 point***

- Pre experimental.
- True experimental.
- Quasi experimental.
- Statistical.

**No, the answer is incorrect.**
**Score: 0**

**Accepted Answers:**
*True experimental.*

10) A method of controlling extraneous variables that involves matching test units on a set of key background variables before assigning them to the treatment conditions is called ***1 point***

- Randomisation.
- Matching.
- Statistical control.
- Design control.

**No, the answer is incorrect.**
**Score: 0**

**Accepted Answers:**
*Matching.*

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