

# MASS COMMUNICATION



**Brand:** Mehta Solutions

**Product Code:** case1071

**Weight:** 0.00kg

**Price:** Rs500

## Short Description

**MASS COMMUNICATION** case study

## Description

**Multiple Choices:**

**Q1. Process involving segmentation target market selection and positioning is called**

1. **Marketing Strategy**
2. **Marketing plan**
3. **Marketing Intelligence**
4. **None of the above**

**Q2. 4 Ps of Marketing is**

- 1. Product, Pricing, Procurement, Place**
- 2. Place, Pricing, Plan, Product**
- 3. Product, Pricing, Promotion, Place**
- 4. None of the above**

**Q3. Type of Marketing research scale in which variable can be used to compute the commonly used statistical measures like average etc is**

- 1. Ordinal scale**
- 2. Ratio scale**
- 3. Internal scale**
- 4. Nominal scale**

**Q4. Technique of Market research, which include the word associations and a respondent is asked to think of a word which comes to mind when he thinks of a brand is**

- 1. Qualitative Technique**
- 2. Retail Audit**
- 3. T. V. Audience measurements**
- 4. None of the above**

**Q5. The Error which occurs due to the selection of some units and non-selection of other units into the sample is**

- 1. Non-sampling error**
- 2. Sampling error**

3. **Total error**
4. **None of the above**

**Q6. Data Nominal and Ordinal scale data are**

1. **Metric data**
2. **Non-metric data**
3. **Clustered data**
4. **None of the above**

**Q7. In the algebraic formula, the symbol for correlation is**

1. **c**
2. **r**
3. **a**
4. **None of the above**

**Q8. Graph useful for making extrapolations beyond observed data points is**

1. **Scatter graph**
2. **Histogram**
3. **Pistograph**
4. **Line graph**

**Q9. Ho symbolises for**

1. **Null hypothesis**
2. **ANOVA series**
3. **Both (a) & (b)**
4. **None of the above**

**Q10. Target population in sampling process is**

1. **Population which is to be sampled**
2. **Population which is distributed**
3. **Population which is isolated**
4. **None of the above**

**Part Two:**

**Q1. What are the major methods of doing primary research?**

**Q2. What is missing data?**

**Q3. What do you understand by Survey?**

**Q4. Define Data mining?**

**Q5. Was the problem identification and formulation systematically carried out? Discuss and put forward your viewpoints for improvement in this regard.**

**Q6. Whether the objectives were decided and listed in an appropriate manner? Whether hypothesis were to be formulated? What can be the hypothesis in this case?**

**Q7. If a sample of 100 of each category were requested, what sampling technique would you recommend be used? Why?**

**Q8. What types of errors, if any, would likely be present because of the sampling process being used?**

**Q9. What is Right to Privacy? Why is it relevant to Marketing Research.**

**Q10. What do you understand by cluster analysis and how they are useful in Market Segmentation?**

**Details**

**1. Case study solved answers**

**2. pdf/word**

**3. Fully Solved with answers**