



Q.1. Answer the following short questions: (6x5=30)

- I. Differentiate parametric and non- parametric sampling.
- II. What is the role of external researcher? Explain advantages and disadvantages of external researcher.
- III. Differentiate a sample from a census and identify the conditions that favor the use of a sample versus a census.
- IV. Differentiate Type I & Type II error.
- V. Explain the characteristics of focus group.
- VI. Discuss ethics in marketing research.

Answer the following questions. (3x10=30)

Q.No.2: Define sampling, Discus the classification of sampling techniques.

Q.No.3: Define the scale. Explain the Noncomparative Scaling Techniques

Q.No.4: Discuss specialized ANOVA techniques applicable to marketing such as repeated measures ANOVA, nonmetric analysis of variance, and multivariate analysis of variance (MANOVA).