JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- May 2019

Phd- HSS

COURSE CODE:18B1WHS832   MAX. MARKS:35

COURSE NAME: Marketing Research

COURSE CREDITS: 3   MAX. TIME: 2 hr

Note: *All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means. All questions are five marks each.*

1. Describe the data integrity process. Why is this process needed?

2. Discuss the reasons for the frequent use of cross-tabulations. What are some of the limitations?

3. What are the main uses of regression analysis?

4. Describe four examples of the application of discriminant analysis.

5. How is factor analysis different from multiple regression and discriminant analysis?

6. What are some of the uses of cluster analysis in marketing?

7. Why is the 'limitations and caveats' section included in the report?