

Final Assessment  
Summer final Semester 2023  
BBA program

Course title : Marketing Research  
Course code : MKT 438  
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## Answer to the question no : 1

Marketing Research: Marketing research is defined as any technique or a set of practices that companies use to collect information to understand their target market better. Organizations use this data to improve their products, enhance their UX, and offer a better product to their customers.

## Primary Scales of Measurement:

There are 4 Primary scales of measurement:

- Nominal
- Ordinal
- Interval
- Ratio

1) Nominal Scale: It is a figurative labeling scheme in which the numbers serve only as labels or tags for identifying and classifying objects.

Example: Assigning a number to a person's gender say 0 for male and 1 for female, or vice versa.

2) Ordinal Scale: It is a ranking scale in which numbers are assigned to objects to indicate the relative extent to which the objects possess some characteristic. It allows you to determine whether an object has more or less of a characteristic than another object, but not by how much.

Example:

- Class rank (Freshman, Sophomore, Junior, Senior - 0, 1, 2, 3)
- Military rank (Private, Corporal, Sergeant)
- Level an organization.

3) Interval scale: It ranks attributes such that numerically equal distances on the scale represent equal distances in the characteristic being measured. One thing to note is that

all the information that's contained in an ordinal scale is also contained in an interval scale, but the key difference is that with an interval scale, you can compare the differences between two points, between objects.

4) Ratio Scale: A ratio scale possesses all the properties of nominal, ordinal and interval scales, and in addition, an absolute zero point. Thus, with ratio scale, we can identify or classify objects, rank the objects, and compare intervals or differences.

Example: Height, Weight, age.

## Answer to the question no: 2

Questionnaire is a systematic, data collection technique consists of a series of questions required to be answered by the respondents to identify their attitude, experience and behavior towards the subjects of research.

The following steps are involved in the Questionnaire design process:

a) Specify the Information Needed: The first and the foremost step in designing the questionnaire is to specify the information needed from the respondents such that the objective of the survey is fulfilled.

b) Define the Target Respondent: At the very outset, the researcher must identify the questionnaire is target respondent from whom the information is to be collected.

The questions must be designed keeping in mind the type of respondents under study.

#### c) Specify the type of Interviewing Method:

The next step is to identify the way in which the respondents are reached. In personal interviews, the respondent is presented with a questionnaire and interacts face-to-face with the interviewer.

#### d) Determine the Content of Individual Questions:

Once the information needed is specified and the interviewing methods are determined, the next step is to decide the content of the questions.

#### e) Overcome Respondent's Inability and Unwillingness

to Answer: The researcher should not presume that the respondent can provide accurate response to all the questions.

f) Determine the Question Wording: The desired question content and structure must be translated



into words which are easily understood by the respondents.

g) Identify the Form and Layout: The format, positioning and spacing of questions has a significant effect on the results. The layout of a questionnaire is specifically important for the self-administered questionnaires.

Differentiate the probability sampling from the non probability sampling:

Probability sampling	Non-probability sampling
Probability sampling is more complex, time-consuming and expensive.	Non-probability sampling is more straightforward, time-effective and inexpensive.
It is based on randomization or chance.	The randomization technique is not used when choosing a sample.
The sampler selects the representative randomly to be a part of the sample.	The sampler selects the subject arbitrarily to be part of the sample.

Probability Sampling	Non-probability Sampling
This method is employed by researchers who want to monitor sampling bias.	The researcher is not concerned about sampling bias.
It is helpful in an environment having a various population.	It is helpful in an environment that shares similar features.
Finding the right audience is complicated.	Finding an audience is simple.
There is an equal chance of selection for everyone in the population.	Everyone doesn't have an equal opportunity to participate.
Researchers prefer to use probability sampling in quantitative research	Researchers often prefer the non-probability sampling method in qualitative research



## Answer to the question no: 3(a)

Uses of cross tabulation: Cross-tabulation is typically used when categorical variables are available in the collected data. This refers to the division of data into multiple categories. However, this may not be feasible in large data sets. That is where cross tabulation comes to play!

Other uses of Crosstabs include:

1) Exit interviews: These evaluations are conducted to determine why employees leave an organization, how to improve the workplace, and if there is a connection between leaving and advancement.

2) Employee feedback and management:

measures employees' satisfaction with their current jobs across departments and

compares the variables.

3) Product and market research: assesses the market and demographics' perceptions of the product across regions and how it differs from region to region.

4) Evaluation surveys at organizations: Used to receive feedback about relevant topics and understand the correlation between two or more variables.

5) Customer behaviors research: Involves understanding how customers engage with a product and improving products/services by assessing and comparing them with other products.

Answer to the question no : 3(b)

Frequency distribution: A frequency distribution

is a representation, either in a graphical or tabular format that displays the number of observations within a given interval.

The frequency is how often a value occurs in an interval while the distribution is that pattern of frequency of the variable.

Frequency distributions can show absolute frequencies or relative frequencies, such as proportions or percentages.

### Answer to the question no: 3 (e)

Sample: A sample refers to a smaller, manageable version of a large group. It is a subset containing the characteristics of a large population. Samples are used in statistical testing when population sizes are too large for the test to include all possible members or observations.

Sampling unit: The list of all sampling units is called the frame. The frame must cover the whole population and the units must not overlap each other in the sense that every element in the population must belong to one and only one unit.

Sample size: A sample is the subset of the population chosen for the research or survey and a frame of sampling is the list of people or units from which a sample is drawn.