



8Q) Describe validity and reliability concepts in marketing research.

- * Validity is the extent to which a test measures what we actually wish to measure.
- * External validity is the data's ability to be generalized across persons, setting and times.
- * Internal validity is the ability of the research instrument to measure what is purported to measure.
- * The construct validity approach concerns the degree to which the test measures the construct it was designed to measure.
- * Criterion validity reflects the success of measures used for prediction or estimation.
- * Reliability of any research is the degree to which it

gives an accurate score across a range of measurement.
It can thus be viewed as being 'repeatability' or 'consistency'.

- Inter-rater : Different people, same test
- Test-retest : Same people, different times
- Parallel-forms : Different people, same time, different test
- Internal consistency : Different questions, same construct.

99) Discuss various steps involved in the preparation of research report.

Section 1 of the Research Report : Introduction

Title Page - It includes title of the research project, Names, titles, firm and contact information of the person who authorized and directed the project and release date of report

Transmittal letter - It is a one-page letter or memo written by the lead person on the team that prepared the report

Authorization letter - This is a letter written by client to the marketing research firm. This letter acknowledges receipt of the research proposal made by the market research firm.

Table of contents - final outline of the report

Executive summary : It is a short synopsis of the research report. We can even call it the mini-report

Section 2 of the Research Report : Body of the Report

Introduction : It summarises the research proposal and highlights any changes to the research design that were agreed.

Background : covers a review of the literature and secondary research.

Methodology : It includes Research design, Sample Design, Data collection and fieldwork, Statistical analysis and Glossary.

Findings : It is where the results of the study are reported in detail. It includes tables and graphs.

Limitations of the study : we includes limitations.

Conclusions : researchers present their conclusions.

Section 3 of the Research Report : Appendices

* It contains tables and charts

* We present the research report in this section.

108) What is plagiarism? Describe various types of plagiarism

Plagiarism is the act of using someone else work, ideas, words or intellectual property without proper acknowledgement or permission, and presenting it as your own. It is considered unethical and can have serious consequences in academic, professional and creative fields.

Types :

1. Direct plagiarism (Verbatim Plagiarism) : copying text word-for-word from a source without quotation marks or citation.

2. Self plagiarism : Reusing one's own previously submitted work or parts of it without permission or disclosure.
3. Mosaic plagiarism : Piecing together phrases or ideas from different sources and rearranging them without proper citation.
4. Accidental plagiarism : Unintentionally failing to cite sources or paraphrase correctly due to lack of knowledge or carelessness.
5. Paraphrasing plagiarism : Rewriting someone else's ideas in your own words without proper citation.
6. Source-Based plagiarism : Misrepresenting or fabricating sources or citations.
7. Complete plagiarism : Submitting someone else's entire work as your own.