

**Answers Type :** Equal

**Text Areas :** PlainText

**Possible Answers :**

1024000

## Market Research

<b>Section Id :</b>	64065339128
<b>Section Number :</b>	4
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	9
<b>Number of Questions to be attempted :</b>	9
<b>Section Marks :</b>	50
<b>Display Number Panel :</b>	Yes
<b>Group All Questions :</b>	No
<b>Enable Mark as Answered Mark for Review and Clear Response :</b>	Yes
<b>Maximum Instruction Time :</b>	0
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	64065382942
<b>Question Shuffling Allowed :</b>	No
<b>Is Section Default? :</b>	null

**Question Number : 55 Question Id : 640653578880 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 0**

Question Label : Multiple Choice Question

**THIS IS QUESTION PAPER FOR THE SUBJECT "DEGREE LEVEL : MARKET RESEARCH (COMPUTER**

**BASED EXAM )"**

**ARE YOU SURE YOU HAVE TO WRITE EXAM FOR THIS SUBJECT?**

**CROSS CHECK YOUR HALL TICKET TO CONFIRM THE SUBJECTS TO BE WRITTEN.**

**(IF IT IS NOT THE CORRECT SUBJECT, PLS CHECK THE SECTION AT THE TOP FOR THE SUBJECTS REGISTERED BY YOU)**

**Options :**

6406531932845. ✓ YES

6406531932846. ✗ NO

**Sub-Section Number :** 2

**Sub-Section Id :** 64065382943

**Question Shuffling Allowed :** No

**Is Section Default? :** null

**Question Id : 640653578881 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Question Numbers : (56 to 60)**

Question Label : Comprehension

For each of the given situations in the subquestions , what sampling method is optimal?

**Sub questions**

**Question Number : 56 Question Id : 640653578882 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 2**

Question Label : Multiple Choice Question

A company plans to do a house-to-house field survey to find the brand share of branded atta. The required sample size is 1000, spread across middle and upper income households

**Options :** SS = 1000

~~6406531932847.~~ ✓ Multistage cluster sampling

6406531932848. ✗ Stratified sampling

6406531932849. ✗ Quota sampling

6406531932850. ✗ Systematic sampling

6406531932851. ✗ Convenience sampling

Clusters ↘ middle  
 upp + ↙

**Question Number : 57 Question Id : 640653578883 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction**

**Time : 0**

**Correct Marks : 2**

Question Label : Multiple Choice Question

A hotel wants to do a customer satisfaction study over phone with guests who have checked out of the hotel after a minimum of 2 nights' stay. The required sample size is 800 customers.

**Options :**

6406531932852. ✗ Multistage cluster sampling

6406531932853. ✗ Stratified sampling

6406531932854. ✗ Quota sampling

6406531932855. ✓ Systematic sampling

6406531932856. ✗ Convenience sampling

quali

SS = 800

always better

**Question Number : 58 Question Id : 640653578884 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction**

**Time : 0**

**Correct Marks : 2**

Question Label : Multiple Choice Question

An FMCG firm wants to conduct a small sample study to understand how happy channel partners are with the support from the company. The required sample size is 20, and the nature of probing will be in-depth.

~~Quali~~ → any is fine

**Options :**

6406531932857. ✘ Multistage cluster sampling

6406531932858. ✘ Stratified sampling

6406531932859. ✘ Quota sampling

6406531932860. ✘ Systematic sampling

6406531932861. ✓ Convenience sampling

**Question Number : 59 Question Id : 640653578885 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 2**

Question Label : Multiple Choice Question

A baby products company plans to test out a new toothpaste concept meant for controlling tartar among people aged 50+. The targeted sample size is 25 and the probing will be qualitative in nature

**Options :**

6406531932862. ✘ Multistage cluster sampling

6406531932863. ✘ Stratified sampling

6406531932864. ✘ Quota sampling

6406531932865. ✘ Systematic sampling

6406531932866. ✓ Convenience sampling

any is fine

**Question Number : 60 Question Id : 640653578886 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 2**

Question Label : Multiple Choice Question

A retail chain that sells consumer durables wants to find out how satisfied its customers are and if

they will come back to the stores. The company wants a sample size of 500 customers selected in such a way as to ensure proportionate representation to buyers of TV, buyers of washing machines etc.

**Options :**

6406531932867. ✘ Multistage cluster sampling

6406531932868. ✘ Stratified sampling

6406531932869. ✘ Quota sampling

6406531932870. ✓ Systematic sampling

6406531932871. ✘ Convenience sampling

**Sub-Section Number :** 3

**Sub-Section Id :** 64065382944

**Question Shuffling Allowed :** Yes

**Is Section Default? :** null

**Question Number : 61 Question Id : 640653578887 Question Type : SA Calculator : None**

**Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 2**

Question Label : Short Answer Question

$$2 \times 3 \times 1 = 6$$

A manufacturer of moisturizing lotions wants to do a sample survey about the brand standing of its brand. It plans to do a house-to-house multistage cluster sampling survey. The company classifies its customers based on skin type (dry / oily) and age (Young / Middle-aged / Elder) and customizes its designs accordingly. The company wants to do the study in only one city. The company wants have a robust sample size with no compromises. What should be the sample size?

**Response Type :** Numeric

$$6 \times 30 = 180$$

**Evaluation Required For SA :** Yes

**Show Word Count :** Yes

**Answers Type :** Equal

**Text Areas :** PlainText

**Possible Answers :**



**Question Number :** 62 **Question Id :** 640653578888 **Question Type :** SA **Calculator :** None

**Response Time :** N.A **Think Time :** N.A **Minimum Instruction Time :** 0

**Correct Marks :** 2

**Question Label :** Short Answer Question

The same company now decides to do an ad recall study among its own customers and decides that the key metric will be the quality of recall measured on a 5 point scale from very poor to very good. The company wants to be 95% confident that the findings on the mean score on the 5 point scale is plus or minus 10% accurate. What should be the sample size?

**Response Type :** Numeric

$$Z = 1.96$$

**Evaluation Required For SA :** Yes

$$\sigma = \sqrt{2}$$

**Show Word Count :** Yes

$$10\% \quad n = 0.1 \quad n = \frac{(1.96)^2 \times (\sqrt{2})^2}{0.1}$$

**Answers Type :** Equal

**Text Areas :** PlainText

**Possible Answers :**

172

**Question Number :** 63 **Question Id :** 640653578889 **Question Type :** SA **Calculator :** None

**Response Time :** N.A **Think Time :** N.A **Minimum Instruction Time :** 0

**Correct Marks :** 2

**Question Label :** Short Answer Question

296

If the company instead decides that the key metric is the percentage of recall, and wants the same level of accuracy (plus or minus 10% accurate) and confidence (95%), then what should be the sample size?

**Response Type :** Numeric

**Evaluation Required For SA :** Yes

**Show Word Count :** Yes

**Answers Type :** Equal

**Text Areas :** PlainText

**Possible Answers :**

96 ✓

**Sub-Section Number :** 4

**Sub-Section Id :** 64065382945

**Question Shuffling Allowed :** No

**Is Section Default? :** null

**Question Id : 640653578890 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Question Numbers : (64 to 65)**

Question Label : Comprehension

Based on the given example , answer the subquestions.

The family consists of retired Mr. M aged 85, Mr. R who is 54, his wife Mrs. A who is 49, and his daughter RK who is 25 (all of whom live in the same house in Bangalore)

Mr. R is a govt servant and runs the family on his salary, with some monetary support from his father Mr.M who gets a pension. Mrs. A has always been a homemaker and continues to cook and keep house for the family. RK is setting up a business and has no settled earnings yet.

**Sub questions**

**Question Number : 64 Question Id : 640653578891 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 2**

Question Label : Multiple Choice Question

Who is the Chief Wage Earner ?

**Options :**

6406531932875. ✓ Mr. R

6406531932876. ✳ Mrs. A

6406531932877. ✳ RK

6406531932878. ✳ Mr. M

**Question Number : 65 Question Id : 640653578892 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 2**

Question Label : Multiple Choice Question

Who is the householder / housewife?

**Options :**

6406531932879. ✳ Mr. R

6406531932880. ✓ Mrs. A

6406531932881. ✳ RK

6406531932882. ✳ Mr. M

**Sub-Section Number :** 5

**Sub-Section Id :** 64065382946

**Question Shuffling Allowed :** No

**Is Section Default? :** null

**Question Id : 640653578893 Question Type : COMPREHENSION Sub Question Shuffling**

**Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix**

**Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Question Numbers : (66 to 70)**

Question Label : Comprehension

Please look at the grid below and identify the SEC under the following situations of the household and answer the given subquestions.

PLEASE USE THE GRID BELOW TO DETERMINE THE SEC SOCIO ECONOMIC CLASSIFICATION (URBAN) GRID							
Occupation	Illiterate	School upto 4 yrs / literate but no formal schooling	School 5 -9 years	SSC / HSC	Some College but not Graduate	Graduate / Post Graduate - General	Graduate / Post Graduate - Professional
Unskilled Workers	E2	E2	E1	D	D	D	D
Skilled Workers	E2	E1	D	C	C	B2	B2
Petty Traders	E2	D	D	C	C	B2	B2
Shop Owners	D	D	C	B2	B1	A2	A2
Businessmen / Industrialist With employees : 0	D	C	B2	B1	A2	A2	A1
1 to 9	C	B2	B2	B1	A2	A1	A1
10 +	B1	B1	A2	A2	A1	A1	A1
Self Employed Professionals	D	D	D	B2	B1	A2	A1
Clerical / Salesmen	D	D	D	D	B2	B1	B1
Supervisory level	D	D	D	D	B2	B1	A2
Officers / Executives – Junior	C	C	C	B2	B1	A2	A2
Officers/Executive	B1	B1	B1	B1	A2	A1	A1
s - Middle/Senior							

## Sub questions

Question Number : 66 Question Id : 640653578894 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

A family of three. All three are graduates. Father is a bank officer in middle management who is close to retirement age, mother a homemaker, son working in a software firm in junior management role. The father's pension is used for running the household, but the son is the highest earning member in the household

Options :

6406531932883. ✓ A1

6406531932884. ✗ B1

6406531932885. ✘ C

6406531932886. ✘ A2

**Question Number : 67 Question Id : 640653578895 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

A couple. Husband is a CA, works as the VP Marketing in an FMCG firm. The wife is also employed and takes care of the household expenses. She is a Principal in a city school. She is a doctorate with a PhD in literature

**Options :**

6406531932887. ✘ C

6406531932888. ✓ A1

6406531932889. ✘ B1

6406531932890. ✘ A2

**Question Number : 68 Question Id : 640653578896 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

A middle-aged couple with a 22 year daughter who is about to start working in the software industry. Husband is a graduate in Visual Communications and runs his own advertising agency business with three employees. Wife is also a graduate and works part-time in the husband's firm. The husband's salary is used for meeting monthly household expenses.

**Options :**

6406531932891. ✓ A1

6406531932892. ✘ B1

6406531932893. ✘ A2

6406531932894. ✘ C

**Question Number : 69 Question Id : 640653578897 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

A young couple with a child of 8 years old. Father is a college dropout who runs a garment retail shop with two assistants. Mother is a post graduate who does part time work from home. Income of both are used to meet household running expenses – in the ratio of 75:25 between the husband and wife

Husband → A 2 ✓  
Wife → A 1

**Options :**

6406531932895. ✓ A2

6406531932896. ✘ C

6406531932897. ✘ A1

6406531932898. ✘ B1

**Question Number : 70 Question Id : 640653578898 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

A family of five. Husband is the bodyguard of a famous film star and Wife does the cooking in the same star's house. No children. The husband has studied till 12<sup>th</sup> class in school and the wife is just about literate but has no formal schooling. The husband takes care of managing the expenses for the whole family

**Options :**

6406531932899. ✘ B1

6406531932900. ✘ A2

6406531932901. ✘ A1

6406531932902. ✓ C

**Sub-Section Number :** 6

**Sub-Section Id :** 64065382947

**Question Shuffling Allowed :** No

**Is Section Default? :** null

**Question Id : 640653578899 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Question Numbers : (71 to 80)**

Question Label : Comprehension

Based on the given statements with respect to questionnaire design and scales. Please indicate true / false for each statement , answer the given subquestions.

**Sub questions**

**Question Number : 71 Question Id : 640653578900 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

When the researcher is meticulous and hard-working, use of close ended questions is to be encouraged in preference to the use of open-ended questions

**Options :**

6406531932903. ✓ True

6406531932904. ✘ False

↗ *research of  
lazy researcher*

**Question Number : 72 Question Id : 640653578901 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Open-ended questions are meant to give freedom to the respondent to give their true answers but they don't work in practice because the interviewer quality is lower than needed

**Options :**

6406531932905. ✓ True

6406531932906. ✗ False

**Question Number : 73 Question Id : 640653578902 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Reading the results from scales becomes difficult if there is no access to previous results using the same scale

**Options :**

6406531932907. ✓ True

6406531932908. ✗ False

**Question Number : 74 Question Id : 640653578903 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Unbalanced scales are more likely to force an artificial response than a balanced scale

**Options :**

6406531932909. ✓ True

6406531932910. ✗ False

**Question Number : 75 Question Id : 640653578904 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Providing a mid-point in a scale skews the results towards that mid-point, and should therefore be avoided

$\alpha$

never

**Options :**

6406531932911. ✗ True

6406531932912. ✓ False

**Question Number : 76 Question Id : 640653578905 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Since nature loves normal distribution, scales are not good when they don't result in a normal distribution of the findings

$\alpha$

no correlat<sup>n</sup> of nature & scale

**Options :**

6406531932913. ✗ True

6406531932914. ✓ False

**Question Number : 77 Question Id : 640653578906 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Since Indians think in their mother tongue, it is helpful to draft the questionnaire in the vernacular

language of the region

Options :

6406531932915. ✓ True

6406531932916. ✗ False

**Question Number : 78 Question Id : 640653578907 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Opinion questions require a lot of effort since they involve scaling whereas behaviour questions are easier to design

Options :

6406531932917. ✓ True

6406531932918. ✗ False

**Question Number : 79 Question Id : 640653578908 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

The scale shown here is a balanced scale since the term "above average" can be interpreted as a neutral point- very poor, somewhat poor, above average, somewhat good, very good

Options :

6406531932919. ✗ True

6406531932920. ✓ False

*this not  
neutral*

**Question Number : 80 Question Id : 640653578909 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction**

**Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Using consumer speak is more important than the technically exact marketing term in a questionnaire

**Options :**

6406531932921. ✓ True

6406531932922. ✗ False

**Sub-Section Number :** 7

**Sub-Section Id :** 64065382948

**Question Shuffling Allowed :** No

**Is Section Default? :** null

**Question Id : 640653578910 Question Type : COMPREHENSION Sub Question Shuffling**

**Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix**

**Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Question Numbers : (81 to 95)**

Question Label : Comprehension

Based on the given statements with respect to qualitative research. Please indicate true / false for given statement, answer the given subquestions.

**Sub questions**

**Question Number : 81 Question Id : 640653578911 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction**

**Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Laddering works as well in GDs as in DIs

**Options :**

6406531932923. ✗ True

~~6406531932924.~~ ✓ False

**Question Number : 82 Question Id : 640653578912 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

If we use laddering in DIs, we can identify the most common nodal points in the ladder and build a strategy around that

**Options :**

~~6406531932925.~~ ✓ True

~~6406531932926.~~ ✗ False

**Question Number : 83 Question Id : 640653578913 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

A moderator must be well travelled all over the country to understand the culture in different places

**Options :**

~~6406531932927.~~ ✗ True

~~6406531932928.~~ ✓ False

**Question Number : 84 Question Id : 640653578914 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

When we record a group discussion, we should avoid telling the respondents about it since it will

make them very self-conscious

Options :

6406531932929. ✘ True

6406531932930. ✓ False

**Question Number : 85 Question Id : 640653578915 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Quali researchers use brand grouping exercises to help identify the dimensions driving brand choice

Options :

6406531932931. ✓ True

6406531932932. ✘ False

**Question Number : 86 Question Id : 640653578916 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Projective techniques are a powerful way to understanding the underlying motivations for consumer behaviour

Options :

6406531932933. ✓ True

6406531932934. ✘ False

**Question Number : 87 Question Id : 640653578917 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction**

Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Qualitative research into motivations make sense only in those categories where the consumer genuinely cares about which brand to use

Options :

6406531932935. ✓ True

6406531932936. ✗ False

Question Number : 88 Question Id : 640653578918 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction

Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

no → 7 - 9  
d

For a group discussion to give reliable results, it should have atleast 12 respondents

Options :

6406531932937. ✗ True

6406531932938. ✓ False

Question Number : 89 Question Id : 640653578919 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction

Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

One of the best practices in quali research is to have a panel of respondents ready who are known to try new brands and are very expressive in their opinions

Options :

6406531932939. ✗ True

6406531932940. ✓ False

X no use need a mix of people

**Question Number : 90 Question Id : 640653578920 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction**

**Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Qualitative research generally uses non-probability sampling



**Options :**

6406531932941. ✓ True

6406531932942. ✗ False

**Question Number : 91 Question Id : 640653578921 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction**

**Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Market sizing cannot be done by quali research

**Options :**

quanti

6406531932943. ✓ True

6406531932944. ✗ False

**Question Number : 92 Question Id : 640653578922 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction**

**Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Quanti research is the preferred choice when we need to estimate the % who are aware of a brand

**Options :**

T

6406531932945. ✓ True

6406531932946. ✗ False

Question Number : 93 Question Id : 640653578923 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Any kind of measurement necessarily requires quali research *a*

Options :

6406531932947. ✗ True

6406531932948. ✓ False

Question Number : 94 Question Id : 640653578924 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Quanti research is not very useful for understanding the underlying thought process of consumers *✓ user need quali*

Options :

6406531932949. ✓ True

6406531932950. ✗ False

Question Number : 95 Question Id : 640653578925 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1

Question Label : Multiple Choice Question

Understanding consumer behaviour patterns requires probability sampling

Options : *yes it indicates prefer not.*

6406531932951. ✓ True

6406531932952. ✗ False

## Fin Forensics

<b>Section Id :</b>	64065339129
<b>Section Number :</b>	5
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	15
<b>Number of Questions to be attempted :</b>	15
<b>Section Marks :</b>	25
<b>Display Number Panel :</b>	Yes
<b>Group All Questions :</b>	No
<b>Enable Mark as Answered Mark for Review and Clear Response :</b>	Yes
<b>Maximum Instruction Time :</b>	0
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	64065382949
<b>Question Shuffling Allowed :</b>	No
<b>Is Section Default? :</b>	null

**Question Number : 96 Question Id : 640653578926 Question Type : MCQ Is Question**

**Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 0**

Question Label : Multiple Choice Question

**THIS IS QUESTION PAPER FOR THE SUBJECT "DEGREE LEVEL : FINANCIAL FORENSICS  
(COMPUTER BASED EXAM)"**