

Practice Qns

Tutor: Swaviman Kumar

1. What is the difference between traditional conjoint analysis and choice based conjoint analysis?
2. Compute ICC (Intraclass Correlation Coefficient) given the std deviation of grouping variable and residual variance value.
3. Elaborate what inference can you derive from a given R output of an HLM model (Hierarchical Linear Regression model)?
4. Why HLM is used in traditional conjoint analysis?
5. Is it difficult often to interpret part worth estimates directly?
6. What would be the range of parameter values of MNL model?
 - a. [-2, +2]
 - b. [-Inf, +inf]
 - c. {-2, +2}
 - d. {0, 1}
7. Given an R output of a model, tell which attribute signifies the highest level of heterogeneity?
 - a. Pf -0.97
 - b. Cl -0.20
 - c. Loc 2.07
 - d. Wk 1.47
 - e. Sd.Pf 0.21
 - f. Sd.Cl 0.37
 - g. Sd.Loc 1.48
 - h. Sd.Wk 1
8. Name all kinds of experiment designs and which one among them is the best one?
9. In which circumstance it is proper to create conjoint survey as per L^M method?
10. How to find the optimum number of clusters using silhouette method?
11. In a post hoc customer segmentation what are assessed in managerial terms?