**DMKT304 Marketing Research**

**Assignment Set – 1**

1. Explain non-probability techniques and various types of non-probability sampling techniques with suitable examples.

2. What are the nine types of Experimental designs?

3. Explain in brief about the focus group interview, its requirement, and the problems that may arise from using focus group.

**Assignment Set – 2**

4. Discuss the various properties of measurement. Give suitable examples. Also explain the types of Primary Scales of Measurement.

5. Explain the methods of consumer marketing research.

6. What do you understand by a "quality research report"? What are the factors that a researcher should consider while developing such a report?

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