

MKTG

18/10/08

marketing Research Application.

# MRA 03

Roll No.

Date :

Max. Marks : 30

Duration : 2 Hours

**Note** : All questions are compulsory.  
All questions carry equal marks.

Question No. 1:

Explain Choice experiments with example.

Question No.2:

Explain Null Hypothesis and Alternate Hypothesis. Elaborate its usefulness with any example.  
You may use Z test at 95% significant level as 1.64

Question No.3

Explain the different sampling methods and at least define 5 of them.

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