Design and Analysis of a Questionnaire



Filesize: 2.44 MB

Reviews

The book is great and fantastic. It is probably the most remarkable pdf i have got read through. You can expect to like the way the article writer compose this ebook.

(Mr. Ethel Schmeler)

DESIGN AND ANALYSIS OF A QUESTIONNAIRE



Grin Verlag Gmbh Dez 2010, 2010. Taschenbuch. Book Condition: Neu. 213x149x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2010 in the subject Information Management, grade: 1,7, University of applied sciences, Munich, course: MBA, language: English, comment: Business Research Methods, Design, Development and Analysis of a questionnaire for the FMCG industry with different types of questions, abstract: A reference questionnaire based on the research topic of how to prove the market opportunities for a new, non-alcoholic fruit juice drink among younger consumers is first described and then analyzed in detail. As a questionnaire is one of the most famous methods to gain primary data the author uses the approach to make the examination from general to detail: Within the first superficial description, the simplicity and timelessness of the regarded object of investigation fruit juice drink is proven and some general questionnaire criteria with their corresponding characteristic values like standardized interview strategy, written method of data collection, university students as target group and missing indication on pre-codification are presented. The first 21 questions are clearly focused on content specification, likings of the target group and identification of prevailing interrelations between product preferences as well as buying and consuming behaviour. In contrast to the last question No. 22 which aims at collecting general personal (socio demographic) data of the respondents. The author then splits the core part of the real analysis in four sub chapters, describes and evaluates layout and structure of the questionnaire: five content parts with partly inconsistent alignment of tick boxes and response options. A detailed analysis of nearly all the questions follows then, question No. 8 for e.g. is very laborious created - the respondent has to evaluate six counter parts of attributes in order to...



Read Design and Analysis of a Questionnaire Online

Download PDF Design and Analysis of a Questionnaire

Other Books



Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

Save Document »



Children's Educational Book Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

 $\label{lem:condition:New.248x170mm.Language:English.Brand New Book ***** Print on Demand ******. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...$

Save Document »



No Friends?: How to Make Friends Fast and Keep Them

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Do You Have NO Friends? Are you tired of not having any...

Save Document



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner's Crochet Guide with Pictures)

 $Create space, United States, 2015. \ Paperback. \ Book \ Condition: New. \ 229 \times 152 \ mm. \ Language: English. \ Brand \ New \ Book \ ***** \ Print on Demand \ *****. \ Getting \ Your \ FREE Bonus \ Download \ this \ book, \ read \ it to \ the \ end \ and...$

Save Document »



Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large

 $Madelyn\ D\ R\ Books.\ Paperback.\ Book\ Condition:\ New.\ Paperback.\ 106\ pages.\ Dimensions:\ 9.0 in.\ x\ 6.0 in.\ x\ 6.0$

Save Document »



Public Opinion + Conducting Empirical Analysis

SAGE Publications Inc, United States, 2011. Kit. Book Condition: New. Revised ed.. 279 x 217 mm. Language: English . Brand New Book. Public Opinion : One of the central tenets of a democracy is that

Read Document »



13 Things Rich People Won t Tell You: 325+ Tried-And-True Secrets to Building Your Fortune No Matter What Your Salary (Hardback)

Reader s Digest Association, United States, 2013. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. Did you read about the janitor who donated million dollars to his local

Read Document »



Fun to Learn Bible Lessons Preschool 20 Easy to Use Programs Vol 1 by Nancy Paulson 1993 Paperback

Book Condition: Brand New. Book Condition: Brand New.

Read Document »



Read Write Inc. Phonics: Blue Set 6 Non-Fiction 2 How to Make a Peach Treat

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. 205 x 74 mm. Language: N/A. Brand New Book. These decodable non-fiction books provide structured practice for children learning to read. Each set of books

Read Document »



Character Strengths Matter: How to Live a Full Life

Positive Psychology News, United States, 2015. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. What are the elements of good character? The Values in Action

Read Document »