

Design and Analysis of a Questionnaire



Filesize: 1.48 MB

Reviews

This composed book is wonderful. It is amongst the most awesome book i actually have read through. You will like the way the author create this publication.

(Miss Fanny Osinski V)

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](#)

You May Also Like



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 eBook »](#)



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]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Save eBook »](#)



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 eBook »](#)



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)

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

[Save eBook »](#)



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

Madelyn DR Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who...

[Save eBook »](#)

**A Year Book for Primary Grades; Based on Froebel s Mother Plays**

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download

[Save eBook »](#)

**The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality

[Save eBook »](#)

**Runners World Guide to Running and Pregnancy How to Stay Fit Keep Safe and Have a Healthy Baby by Chris Lundgren 2003 Paperback Revised**

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

[Save eBook »](#)

**Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .**

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can usually

[Save eBook »](#)

**Genuine book Oriental fertile new version of the famous primary school enrollment program: the intellectual development of pre-school Jiang(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-09-01 Pages: 160 Publisher: the Jiangxi University Press Welcome Salan. service

[Save eBook »](#)