MKTG 460 Introduction - S12

Default Question Block

Q2 **These items assess your feelings and thoughts regarding this course, MKTG 460, Marketing Research.**

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I want to learn more of how to apply statistical techniques to marketing research.	○	○	○	○	○	○	○
I want to learn more about how to use the computer to perform statistical analyses of marketing research data.	○	○	○	○	○	○	○
I am only taking this class because it is required	○	○	○	○	○	○	○
To be properly educated, I should understand some real world applications of statistics, such as in marketing research.	○	○	○	○	○	○	○

Q3 **How do you feel about taking MKTG 460, Marketing Research?**

anxious	○ ○ ○ ○ ○ ○ ○	relaxed
waste of time	○ ○ ○ ○ ○ ○ ○	useful
repulsion	○ ○ ○ ○ ○ ○ ○	attraction
just have to	○ ○ ○ ○ ○ ○ ○	interested

Q4 **In my statistics courses, Math 244 and 245, we studied ...**

	Not at all	Some	A fair amount	Cannot remember
t-test for the difference of two means	○	○	○	○
Multiple regression analysis	○	○	○	○
Definition and purpose for conducting a true experiment	○	○	○	○
How to analyze data with the computer	○	○	○	○

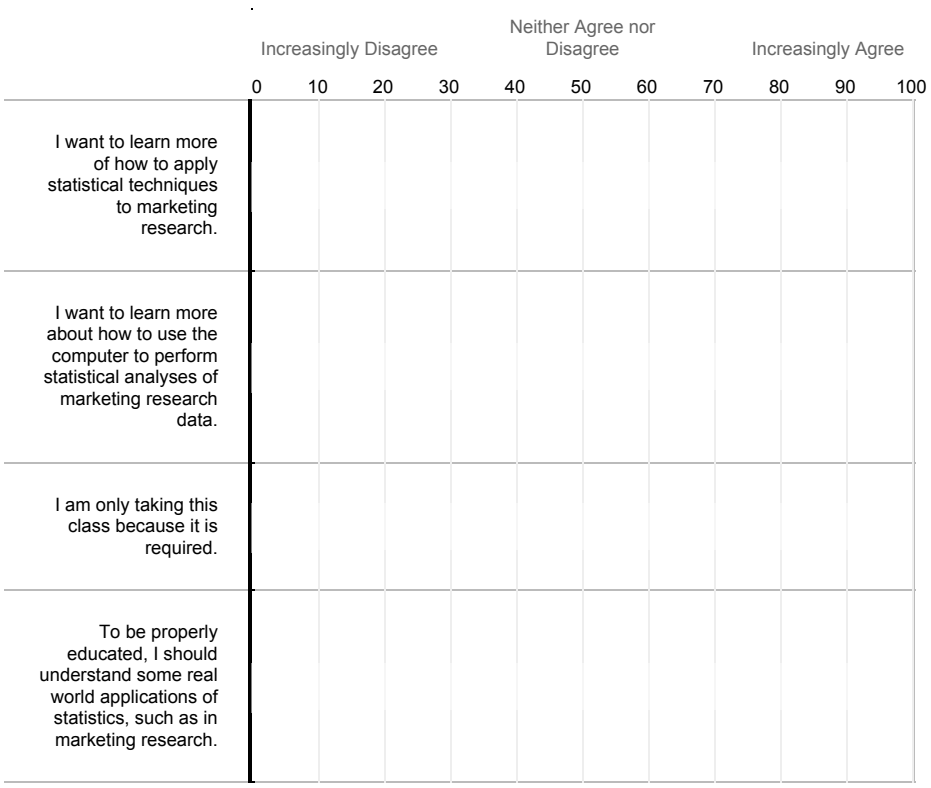
Q5 **I am**

Male ○ Female ○

Q6 **I am**

Junior ○ Senior ○ Post-Graduate ○

Q8 **How long ago did you complete the required statistics prerequisites, Math 244 and 245?**

Time since completed.

Q11 **These items assess your feelings and thoughts regarding this course, MKTG 460, Marketing Research.**