

Quantitative Methods Mba Questions And Answers

Marketing research

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Marketing research is the systematic gathering, recording, and analysis of qualitative and quantitative data about issues relating to marketing products and services. The goal is to identify and assess how changing elements of the marketing mix impacts customer behavior.

The term investment management is often used to refer to the management of investment funds, most often specializing in private and public equity, real assets, alternative assets, and/or bonds. The more...

Graduate Record Examinations

list of answers. ETS announced plans to introduce two of these new types of questions in each quantitative section, while the majority of questions would

The Graduate Record Examinations (GRE) is a standardized test that is part of the admissions process for many graduate schools in the United States, Canada, and a few other countries. The GRE is owned and administered by Educational Testing Service (ETS). The test was established in 1936 by the Carnegie Foundation for the Advancement of Teaching.

The field of marketing research is much older...

Market research, marketing research, and marketing are a sequence of business activities; sometimes these are handled informally.

This involves employing a data-driven marketing approach to specify the data required to address these issues, then designing the method for collecting information and implementing the data collection process. After analyzing the collected data, these results and findings, including their implications, are forwarded to those empowered to act on them.

Positive psychology began as a new domain of psychology in 1998 when Martin Seligman chose it as the theme for his term as president of the American Psychological Association. It is a reaction against past practices that tended to focus on mental illness and emphasized maladaptive behavior and negative thinking. It builds on the humanistic movement of Abraham Maslow and Carl Rogers, which encourages an emphasis on happiness, well-being, and purpose.

Communication theory

the world and make it navigable; communication theory gives us tools to answer empirical, conceptual, or practical communication questions. Communication

Communication theory is a proposed description of communication phenomena, the relationships among them, a storyline describing these relationships, and an argument for these three elements. Communication theory provides a way of talking about and analyzing key events, processes, and commitments that together form communication. Theory can be seen as a way to map the world and make it navigable; communication theory gives us tools to answer empirical, conceptual, or practical communication questions.

According to ETS, the GRE aims to measure verbal reasoning, quantitative reasoning, analytical writing, and critical thinking skills that have been acquired over a long period of learning. The content of the GRE consists of certain specific data analysis or interpretation, arguments and reasoning, algebra, geometry, arithmetic, and vocabulary sections. The GRE General Test is offered as a computer-based exam administered at testing centers and institution...

Business school

emphasizes quantitative methods, in particular operations research, management information systems, statistics, organizational behavior, modeling and simulation

A business school is a higher education institution or professional school that teaches courses leading to degrees in business administration or management. A business school may also be referred to as school of management, management school, school of business administration, college of business, or colloquially b-school or biz school. A business school offers comprehensive education in various disciplines related to the world of business and management.

Psychographic segmentation

the respondents' answers that shows clusters of respondents who answered the survey questions similarly. Taking all the survey questions into account, consistent

Psychographic segmentation has been used in marketing research as a form of market segmentation which divides consumers into sub-groups based on shared psychological characteristics, including subconscious or conscious beliefs, motivations, and priorities to explain, and predict consumer behavior. Developed in the 1970s, it applies behavioral and social sciences to explore to understand consumers' decision-making processes, consumer attitudes, values, personalities, lifestyles, and communication preferences. It complements demographic and socioeconomic segmentation, and enables marketers to target audiences with messaging to market brands, products or services. Some consider lifestyle segmentation to be interchangeable with psychographic segmentation, marketing experts argue that lifestyle...

Investment management

peers; and finally, whether the portfolio management results were due to luck or the manager's skill. The need to answer all these questions has led

Investment management (sometimes referred to more generally as financial asset management) is the professional asset management of various securities, including shareholdings, bonds, and other assets, such as real estate, to meet specified investment goals for the benefit of investors. Investors may be institutions, such as insurance companies, pension funds, corporations, charities, educational establishments, or private investors, either directly via investment contracts/mandates or via collective investment schemes like mutual funds, exchange-traded funds, or Real estate investment trusts.

Communication is defined in both commonsense and specialized ways. Communication theory emphasizes its symbolic and social process aspects as seen from two perspectives—as exchange of information (the transmission perspective), and as work done to connect and thus enable that exchange (the ritual...

Field research

on-line, and life-histories. Although the method generally is characterized as qualitative research, it may (and often does) include quantitative dimensions

Field research, field studies, or fieldwork is the collection of raw data outside a laboratory, library, or workplace setting. The approaches and methods used in field research vary across disciplines. For example, biologists who conduct field research may simply observe animals interacting with their environments, whereas social scientists conducting field research may interview or observe people in their natural environments to learn their languages, folklore, and social structures.

Positive psychology

quantitative methods in studying the empirical questions that positive psychology presents. He argues that there is an "overemphasis" on quantitative

Positive psychology is the scientific study of conditions and processes that contribute to positive psychological states (e.g., contentment, joy), well-being, positive relationships, and positive institutions.

Collaborative learning

one of the main methods used in indigenous learning styles instead of using European-American approaches to learning. These methods include learning

Collaborative learning is a situation in which two or more people learn or attempt to learn something together. Unlike individual learning, people engaged in collaborative learning capitalize on one another's resources and skills (asking one another for information, evaluating one another's ideas, monitoring one another's work, etc.). More specifically, collaborative learning is based on the model that knowledge can be created within a population where members actively interact by sharing experiences and take on asymmetric roles. Put differently, collaborative learning refers to methodologies and environments in which learners engage in a common task where each individual depends on and is accountable to each other. These include both face-to-face conversations and computer discussions (online...)

List of master's degrees in North America

and behavioral motivation theories; it does not concentrate on financial or quantitative analysis, marketing, or accounting which are common in MBA programs

This list refers to specific master's degrees in North America. Please see master's degree for a more general overview.

Field research involves a range of well-defined, although variable, methods: informal interviews, direct observation, participation in the life of the group, collective discussions, analyses of personal documents produced within the group, self-analysis, results from activities undertaken off- or on-line, and...

Positive psychology largely relies on concepts from the Western philosophical tradition, such as the Aristotelian concept of eudaimonia...

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