

involves a logical step
five

[MKT403] Three levels of management can be identified in most Nigerian organizations: top management, middle management, and rational management.

[MKT403] Primary or field research involves collecting data about a given subject directly from the real world.

[MKT403] Problem definition in research involves stating the general problem and identifying its general characteristics

[MKT403] Competitor information analysis is good for two reasons.

[MKT403] Personal interview involves face-to-face meeting of interviewers and respondent.

[MKT403] Panel method is not often useful owing, to the belief that it is extremely difficult to justify.
costly

[MKT403] Research problem can be defined through interrogative or question form

[MKT403] Telephone interview involves the use of telephone by the investigator to gather information from respondents. It is very useful where the telephone communication network is efficient

[MKT403] The essence of strategic corporate planning is to cope with competition

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