

Week 1

1. Wat is SPSS?

Een softwaresysteem waarmee je enquêtes kunt verwerken en statistische analyses kunt uitvoeren.

2. Wat zijn de stappen van een enquêteonderzoek?

Stap 1: Vragenlijst opstellen
Stap 2: Enquêtes afnemen
Stap 3: Bijbehorend codeboek maken
Stap 4: Variabelen definiëren in SPSS
Stap 5: Enquêtegegevens invoeren in SPSS
Stap 6: Analyseren van de data
Stap 7: Grafieken en tabellen maken in PowerPoint

3. Wat staat er in een code boek en uit welke kolommen bestaat het?

In het code boek staan de enquêtevragen omgezet in SPSS-taal.

- Nummer van de enquêtevraag
- Naam van de variabele
- Labels (omschrijving) van de variabele
- Waarde (codering) van de antwoorden

4. Wat zijn multiplechoicenvragen?

Een vraag met twee of meer antwoordopties beginnen bij 1 en worden oplopend gecodeerd. Er mag maar 1 antwoord worden gegeven door de respondent.

5. Wat is een multiple responsvraag?

Gesloten vraag waarbij de respondent binnen 1 enquêtevraag meerdere antwoorden mag geven.

6. Wat is een gesloten vraag met open antwoordoptie?

Het is een vraag waarbij verschillende antwoordopties zijn en er ook een open antwoordoptie wordt gegeven (anders, namelijk).

7. Open vraag met tekstuele antwoordoptie?

Een open vraag waarbij de respondent zelf een tekstueel antwoord kan geven.

8. Open vraag met numerieke antwoordoptie?

Een open vraag waarbij de respondent zelf een numeriek antwoord kan geven.

9. Wat is een user missing values?

De respondent heeft geen antwoord gegeven, maar had dat op deze vraag wel moeten doen. Dit wordt aangegeven met de code 999.

10. Wat is een system missing values?

De respondent heeft geen antwoord gegeven en had dat op deze vraag ook niet hoeven doen. Dit wordt aangegeven met een punt ".".

11. Wat is er nodig om variabelen te definiëren?

Op het scherm is er Variable View nodig.

Vragenlijst Voor Marktonderzoek

Alexander Hiam



Vragenlijst Voor Marktonderzoek:

Handboek Marketing Jacques G. de Rijcke, 2000 Marketingmanagement, de essentie, 3/e Philip J. Kotler, Kevin Lane Keller, 2007 Studieboek op hbo niveau over het maken van strategische marketingkeuzes en de implementatie daarvan

Wat is de vraag? Erik de Kort, 2012 Praktische gids voor marktonderzoekers en hun opdrachtgevers voor een correcte probleemanalyse en daarbij passende vraagstelling met een overzicht van methoden en technieken **Vragenlijst voor marktonderzoek** Jul Diederich, 1953 **Zakelijke communicatie - Schriftelijk** Karen Knispel, 2006 Studieboek op hbo niveau *Methoden en technieken van onderzoek* Mark Saunders, Philip Lewis, Adrian Thornhill, 2004 Hearing on the Real Estate Crisis United States. Congress. Senate. Committee on Small Business. Subcommittee on Competitiveness and Economic Opportunity, 1992 *Economisch-statistische berichten*, 1963 De Economist Jacob Leonard de Bruyn Kops, 1953 **Marketing, de essentie, 7/e** Gary Armstrong, 2006 *Marketing voor zorgverleners* Bram den Engelsen, Cathy van Beek, Geert Blijham, 2009-10-13

The greatest danger in times of turbulence is not the turbulence it is to act with yesterday's logic Peter Drucker Jarenlang was het slechts een gespreksthema maar tegenwoordig is het de nieuwe werkelijkheid in de zorgsector gereguleerde marktwerking Je kunt erover discussiëren of het noodzakelijk of wenselijk is en of het de beoogde effecten teweegbrengt maar je kunt er niet omheen Onder het wakend oog van beleidsmakers en toezichthouders wordt een nieuw spel gespeeld het spel van de markt En voordat je in dat spel kunt wonen zul je er eerst aan moeten wennen Wennen aan de nieuwe spelregels die nog niet uitgekristalliseerd zijn Wennen aan de nieuwe rol als marktpartij die onwennig aanvoelt Wennen aan het veranderende gedrag van de andere spelers Wennen aan de nieuwe spelers Wennen aan de nieuwe taal de taal van markt en marketing De nieuwe werkelijkheid in de zorgsector roept allerlei nieuwe vragen op *The National Union Catalog, Pre-1956 Imprints* Library of Congress, American Library Association. Committee on Resources of American Libraries. National Union Catalog Subcommittee, 1971 De conversation manager Steven van Belleghem, 2011-01-18

De voorbije jaren is het internet gevalueerd van een statisch naar een sociaal platform Die evolutie heeft een impact op de manier waarop consumenten communiceren en aankoopbeslissingen nemen Jammer genoeg zijn de meeste adverteerders blijven stilstaan Adverteren op de traditionele manier werkt niet langer Er is nood aan verandering in de dagelijkse manier van werken van elke adverteerder De kloof tussen de hedendaagse consument en de traditionele adverteerder stijgt dag na dag Dit tijdperk is niet het einde van de advertentiemarkt maar is het einde van de adverteerder Dit boek biedt de oplossing voor deze uitdaging een veranderingstraject van adverteerder naar Conversation Manager De Conversation Manager heeft een frisse visie op hoe merken succesvol opereren in samenwerking met de hedendaagse consument Converseren met consumenten staat daarbij centraal Luisteren naar en converseren met consumenten is een noodzakelijk talent om u om te scholen tot een Conversation Manager Het boek beschrijft aan de hand van sprekende voorbeelden en duidelijk concepten hoe een adverteerder zich kan omscholen tot een Conversation Manager

Het blijft niet bij een theoretisch denkkader Het boek biedt eveneens praktische tools om uw veranderingsproces binnen de 48 uur te starten U vindt hier concrete tips om de bedrijfsstrategie aan te passen in de richting van conversation management met tal van handige online tools die u helpen in uw nieuwe job de Conversation Manager

Encyclopedie van de bedrijfseconomie, 1974 **The National Union Catalog, 1952-1955 Imprints**, 1961 **Franchising in 60 vragen en antwoorden** N. Seghers - L. Eynikel, 2006 *Principes van marketing, 4/e* Philip J. Kotler, Ph. Kotler G. Armstrong, 2005 Dit is de vierde editie van Principes van marketing het toonaangevende marketinghandboek van Philip Kotler en Gary Armstrong in de zeer succesvolle Europese bewerking van John Saunders en Veronica Wong Dit boek biedt de lezer de meest complete en actuele inleiding in alle aspecten van moderne marketing Met het oog op het toenemend belang van globalisering en e business plaatsen de auteurs het marketingvak nadrukkelijk in een mondiale context Het boek bevat onder meer ruim zestig actuele Nederlandse en Vlaamse cases Principes van marketing past een praktisch managementperspectief toe op de diverse marketingthema's Daarmee en dankzij een breed palet van didactische extra's is dit boek bij uitstek geschikt voor tal van economische en bedrijfskundige opleidingen in het hoger onderwijs Op grond van uitgebreid marktonderzoek in de Benelux zijn in deze vierde Nederlandse editie van Principes van marketing belangrijke verbeteringen aangebracht in inhoud en structuur illustratieve voorbeelden praktijkmateriaal en didactiek Op de bij het boek geleverde dvd staan videocases aan de hand waarvan studenten kunnen zien hoe marketing in de praktijk werkt bij bedrijven als MTV Bacardi Rabobank en Bertolli

Inleiding tot de bedrijfskunde H. De Muynck, 2012

Woningbehoeftenonderzoek 1985/1986, 1987 Marketing voor Dummies [pocketeditie] Alexander Hiam, 2004

The book delves into Vragenlijst Voor Marktonderzoek. Vragenlijst Voor Marktonderzoek is a crucial topic that must be grasped by everyone, from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Vragenlijst Voor Marktonderzoek, encompassing both the fundamentals and more intricate discussions.

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- Chapter 1: Introduction to Vragenlijst Voor Marktonderzoek
- Chapter 2: Essential Elements of Vragenlijst Voor Marktonderzoek
- Chapter 3: Vragenlijst Voor Marktonderzoek in Everyday Life
- Chapter 4: Vragenlijst Voor Marktonderzoek in Specific Contexts
- Chapter 5: Conclusion

2. In chapter 1, the author will provide an overview of Vragenlijst Voor Marktonderzoek. This chapter will explore what Vragenlijst Voor Marktonderzoek is, why Vragenlijst Voor Marktonderzoek is vital, and how to effectively learn about Vragenlijst Voor Marktonderzoek.
3. In chapter 2, the author will delve into the foundational concepts of Vragenlijst Voor Marktonderzoek. This chapter will elucidate the essential principles that must be understood to grasp Vragenlijst Voor Marktonderzoek in its entirety.
4. In chapter 3, the author will examine the practical applications of Vragenlijst Voor Marktonderzoek in daily life. This chapter will showcase real-world examples of how Vragenlijst Voor Marktonderzoek can be effectively utilized in everyday scenarios.
5. In chapter 4, this book will scrutinize the relevance of Vragenlijst Voor Marktonderzoek in specific contexts. This chapter will explore how Vragenlijst Voor Marktonderzoek is applied in specialized fields, such as education, business, and technology.
6. In chapter 5, this book will draw a conclusion about Vragenlijst Voor Marktonderzoek. The final chapter will summarize the key points that have been discussed throughout the book.

This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Vragenlijst Voor Marktonderzoek.

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