

Pre-exam 16.12.2006

Writing time 4 hours

In order to pass the pre-exam, you need 10 points (out of 20). Please remember to structure your answers well.

1. Describe the research process from the problem formulation to the analysis of the results. (5 points)
2. Explain what *claims*, *evidences*, *warrants* and *qualifications* mean and how they are related. Also, give an example of a sentence in which they are used. (5 points)
3. Give a short summary of the most important points in Booth, Colomb and Williams' book "The Craft of Research". (5 points)
4. Discuss what the role of models in research is. What are characteristics of a model and why models are constructed? Give an example of a model in marketing. (5 points)

Good luck!!!