

00203

M.Sc. CAD - CAM
Term-End Examination
December, 2016

**MFR-033 : MARKET RESEARCH, TRAVELS AND
STATISTICAL TECHNIQUES**

Time : 3 hours

Maximum Marks : 70

Note : (i) *All questions carry equal marks.*
(ii) *Attempt any seven questions.*

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1. Explain the conditions in which exploratory and experimental research are used by a researcher. 10
 2. What is Descriptive and Inferential statistics ? 10
 3. Write about variables and organization of data. 10
 4. How does a research helps the manager in making decisions related to product and advertisement ? 10
 5. Explain the procedure for measuring center in CAD. 10
 6. Explain in detail the fashion forecasting. 10
 7. Define the term observation. What are the situations in which observation is preferred by researcher ? 10

8. What is sampling ? Why sampling is preferred over census study in research ? 10
 9. What are the seven steps in developing a forecast ? 10
 10. What precautions a researcher should take while preparing the research report ? 10
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