

**M.Sc. CREATIVE DESIGN CAD-CAM (MSCCAD)**

**Term-End Examination**

**June, 2017**

**00654**

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

*Time : 3 hours*

*Maximum Marks : 70*

**Note :**

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

1. Explain the conditions in which longitudinal and cross-sectional studies are used by a researcher. 10
2. Explain the importance of customer research and sales research in organisational decision-making. 10
3. Differentiate between observation and survey. What are the situations in which observation is preferred over survey? 10
4. Explain the measure of variation. 10
5. Discuss about probability distribution. 10
6. What are the most familiar patterns in fashion forecasting? 10

7. Compare and contrast between short-term and long-term forecasts. 10
  8. Discuss the seven statements of fashion. 10
  9. What is a sample ? Differentiate between probability and non-probability sampling. 10
  10. What is a research report ? What precautions should a researcher take while preparing a report? 10
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