

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

Term-End Examination

00501

December, 2017

**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. Discuss the tools used for trend analysis. 10

2. What is Statement of Fashion ? How do you analyse it ? 4+6=10

3. Write down Nystrom's framework for observing the Zeitgeist. 10

4. What is Statistics ? Discuss its variables. 3+7=10

5. Discuss the importance of mean, median and mode in research. 10

 6. How does research help the manager in making decisions related to sales and pricing? 5+5=10

 7. Define Observation. What are the situations in which observation is preferred by a researcher? 10

 8. Explain the conditions in which descriptive and causal research are used by a researcher. 5+5=10

 9. What is Probability and Non-probability sampling? 5+5=10

 10. Explain in detail, Fashion Forecasting. 10
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