RJ-0822
M. Com. (Honours) (Sem. X) Examination
March / April - 2017
M.C.10.5.2 : Market Research - II

Time : 2 Hours] [Total Marks : 50
Instructions :

(1) Fill up strictly the details of signs on your answer book.

(2) All questions are compulsory.

(3) Figures to the right indicate marks.

1 Answers in short : 10
   (1) What is ratio scale? Give one example.
   (2) What is sampling unit?
   (3) What is random sampling error?
   (4) What is multivariate analysis?
   (5) What is product research?

2 (a) Explain rank order scale and constant sum scale with examples. 7
    (b) Explain stratified sampling techniques in detail with suitable examples.

OR

2 List down all non-comparative scaling techniques. Explain any two techniques in detail. 13

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3 (a) Explain non-response error in detail. 7

(b) Explain different techniques of sales forecasting. 6

OR

3 Explain in detail report preparation and presentation techniques in detail. 13

4 Write short notes: (any two) 14
(1) Sales and market research
(2) Advertising research scenario in India
(3) Importance of field work in market research