

BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY) PUNE, (INDIA)

SCHOOL OF DISTANCE EDUCATION

M. COM. SEM. I I – CBCS 2018 COURSE

SUBJECT.- MARKETING IV

ASSIGNMENT NO. 1

Q.1. What is 'sample size'? Which factors to be considered while determining sample size? (10)

Q.2. Write short note on any ONE. (05)

A) Non sampling errors

B) Web based marketing research

ASSIGNMENT NO. 2

Q.1. What are the advantages and limitations of data collection through internet? (10)

Q.2. Write short note on any ONE. (05)

A) Field work

B) Copy testing
