

**BHARATI VIDYAPEETH  
(DEEMED TO BE UNIVERSITY), PUNE (INDIA)  
School of Distance Education**

Assignment No.	01	Name of the Assignment Setter:	Prof.D. H. Malve
Course:	CBCS-2018	Class: M.Com.	Semester: II
Subject:	MARKETING –IV		

Q.1	Attempt ANY ONE of the following (1000 Words):	(10)
A)	Discuss organization of field work. Explain various survey errors.	
B)	Explain the reach, analysis, accuracy and time in relation to IT enables marketing	
Q.2	Attempt ANY TWO of the following (800 Words):	(10)
A)	Describe various types of data analysis	
B)	State difference between sampling and non-sampling errors.	
C)	How does market and sales analysis is done.	
D)	Elaborate subjective method of sales forecasting.	
Q.3	Write Short Notes on (ANY TWO):	(10)
A)	Copy testing	
B)	Report preparation	
C)	Web based marketing research	
D)	Sampling techniques.	