MBA   (Sem. – 4)

BUSINESS FORECASTING

Subject Code: MBA-964-18

M Code: 78032

Date of Examination : 02-01-2023

Time: 3 Hrs.   **Max. Marks: 60**

INSTRUCTIONS TO CANDIDATES:

1.   **SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.**
2.   **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.**
3.   **SECTION-C is COMPULSORY carrying TWELVE marks.**

SECTION-A

1. Write briefly:

    a) GARCH process

    b) Barometric techniques

    c) Quantitative research

    d) Conditional forecasting

    e) Negative demand

    f) Focus group discussion

    g) Errors in forecasting

    h) Inelasticity of demand

SECTION-B
UNIT-I

2. Describe the concept of forecasting demand. Discuss the different methods of forecasting techniques.

3. Explain the Demand forecasting and why it is important for business organisations? What are the determinants of demand?

UNIT-II

4. What is Time Series regression, Variables identification and Cross-sectional data collection?

5. What is role of marketing research for demand forecasting? What are the various techniques of marketing research?

UNIT-III

6. What is Linear Time Series? Discuss the ARCH, ARMAX and ARIMA model for time series.

7. Describe the time series analysis. Discuss the different techniques used in time series analysis.

UNIT-IV

8. Explain the Diffusion and Composite Indexes. What are the methods used for measuring accuracy of forecast?

9. Highlight the different methods used for Qualitative forecasting. Explain them with examples.

SECTION-C

10. Case Study

The refrigerator market has almost revived after the introduction of no-frost models and the entry of a number of brands in recent times. Godrej, LG and BPL are some of the brands. which have come out with campaigns to get into the "consideration set" of the consumer mindset.

Whirlpool had launched a campaign for its range of frost-free fridges with an appeal different from those of the competitive brands. The advertisement projected Whirlpool as a very dependable brand in social situations avoiding embarrassment in front of hosts. It emphasises the capability of the refrigerator to produce ice quickly when it is most needed.

You are required:

- To study the various appeals of refrigerators in the market and comment on the appeal of Whirlpool in particular.

- Identify the specific conceptual appeal involved and comment on the positive and negative aspects of the appeal.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.