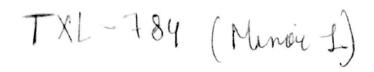
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PART B (7.5 marks)

- 1) Briefly explain the following with respect to market research.
 - Disproportionate strata sampling
 - Double cluster sampling

(2)

2) The demand data for a product in two markets is given below. The correlation between the demand of markers A and B is almost zero. The company is following continuous review or Q policy. The ordering cost is Rs 20 per order and inventory carrying cost is Rs 0.05 per unit per week. Target service level is 95% (z= 1.65), lead time is 1 week.

Market	Average of weekly demand	Standard deviation of weekly demand	Safety stock	Reorder point	EOQ	Avg. inventory
A	50	10				
В	40	8				
Centralized warehouse						

Complete the above table and show the calculation for each item.

(3)