

# **EXPONENTIAL TYPE RATIO AND PRODUCT ESTIMATOR FOR RATIO OF TWO POPULATION MEANS**

**SHAILENDRA RAWAL<sup>1</sup> & RAJESH TAILOR<sup>2</sup>**

<sup>1</sup>Maharaja College, Vikram University, Ujjain, Madhya Pradesh, India

<sup>2</sup>School of Studies in Statistics, Vikram University, Ujjain, Madhya Pradesh, India

## **ABSTRACT**

In this paper suggested ratio and product type exponential estimator for ratio of two population mean. Bias and mean squared error of suggested estimator have been obtained suggested estimator have been compared with usual estimator, ratio estimator given by Singh (1965). An empirical study has been carried out to demonstrate the performance of suggested estimator.

**KEYWORDS:** Ratio and Product Type Estimator, Bias, Mean Square Error