

**B.A. IN APPAREL DESIGN AND
MERCHANDISING (BAADM)**

Term-End Examination

December, 2013

BFM-047 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

Note : There are two sections. Both sections are compulsory. Internal choices are given. All the questions of one section carry equal marks.

SECTION - A

Answer any four questions :

1. Define Research and Explain Research Project steps. 10
2. What is literature Review ? Why is it important ? 10
3. What do you mean by Sampling ? Explain its different types. 10
4. What are the possible sources of Research problem ? 10
5. What do you mean by main objective and sub objective ? What are their characteristics ? Explain with the help of examples. 10

SECTION - B

Answer **any four** questions :

6. What are the considerations in selecting a Research Problem ? 15
 7. What do you mean by Research Design ? Explain its different Parts. 15
 8. Define hypothesis and explain its different types. 15
 9. What are different kinds of Research study ? Explain with examples. 15
 10. What are different kinds of data and information sources ? Explain in detail. 15
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