

**B.A. IN FASHION MERCHANDISING AND
PRODUCTION (BAFMP)**

**Term-End Examination
December, 2013**

BFD-039 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Describe stepwise the process of testing hypotheses. 20
2. Explain the different types of secondary data. 20
3. Describe the meaning of EMV, EOL and EVPI. 20
How are they computed to be used as a criterion of decision-making and when ?
4. Differentiate the following pairs of concepts :
(a) Acceptance and rejection regions. 2x10=20
(b) Type I and Type II errors.
5. What is SPSS ? Explain its uses in research. 20
6. What special problems do open-ended questions have ? How can these be minimized ? In what situations are open-ended questions most useful ? 20