

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

Term-End Examination

December, 2012

BFM-047 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

Note : All questions are Compulsory.

1. Mark as *True* or *False* : **20x1=20**
- (a) Research aids to identify new information or adds to previous knowledge in any field.
 - (b) All fields require research to create quality products.
 - (c) Fashion designer works with merchandiser to estimate price target for an outfit.
 - (d) "Introduction" is the first section of communication.
 - (e) The "objective" is not a scientific progression of ideas.
 - (f) Sampling is based on simple statistics to facilitate data collection.
 - (g) The "Methodology Setup" consists of Sample, Measurement and Data Analysis.

- (h) Sample in fashion studies relates to demographics and psychographics.
- (i) 'Conclusions' offers suggestions for future research.
- (j) Heterogenous samples consist of similar features.
- (k) Probability sampling can be accidental or judgemental. •
- (l) Research can be quantitative, qualitative or combined.
- (m) The smaller the sample size, the more closely the sample data will match that from the population.
- (n) The foundation of research can be applied or basic.
- (o) Secondary research is also known as desk research.
- (p) Quantitative research is based on measurements using a scientific approach.
- (q) Empirical method derives its data by means of experiment.
- (r) Consumer feedback is important to improve product quality and performance.
- (s) Data collection uses primary and secondary sources of information.
- (t) Basic research is commercial in purpose.

2. Write short notes on the following: 3x5=15
- (a) Conclusions,
 - (b) Sampling methods,
 - (c) Null hypothesis,
 - (d) Literature review,
 - (e) Objectives.
3. Illustrate the "Research Process" using the cooper and schindler Model. 25
4. Differentiate between Qualitative and Quantitative Research. 15
5. Explain the terms theory, practice and application used in the field of research with the help of a diagram. 15
6. Distinguish between primary source and secondary source of data collection. 10
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