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

**Term-End Examination  
December, 2012**

**BFD-039 : RESEARCH METHODOLOGY**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Distinguish among the following sets of items, and suggest the significance of each in a research context : **2x10=20**
  - (a) Concept and Variable
  - (b) Hypothesis and Proposition
  
2. Explain how each of the five evaluation factors for a secondary source influences its management decision - making value. **5x4=20**
  - (a) Purpose
  - (b) Scope
  - (c) Authority
  - (d) Audience
  - (e) Format

3. Distinguish between the following : 10x2=20
- (a) Exploratory and formal studies
  - (b) Descriptive and causal studies
4. How does qualitative research differ from quantitative research ? 20
5. Compare the advantages and disadvantages of the survey to those of observation. Under which circumstances could you make a case for using observation ? 20
6. Describe the differences between a probability sample and a non probability sample. 20
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