

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

Term-End Examination

June, 2013

BFM-047 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

Note : All questions are Compulsory.

1. MARK AS TRUE OR FALSE : 1x20=20
- (a) Research involves a scientific approach used to discover, solve, interpret and analyse any topic.
 - (b) The concept of practice involves making a project plan and method.
 - (c) Quantitative research uses small number of samples together data.
 - (d) Data collection does not provide a baseline from which to measure and target what to improve.
 - (e) Qualitative research uses questionnaire to gather data for research.
 - (f) Sampling helps in collecting data using simple statistics for analysis.

- (g) Combined research is a combination of qualitative and quantitative research.
- (h) Quantitative research does not use any systematic empirical investigation properties.
- (i) Homogenous samples consist of similar features.
- (j) Secondary research is known as field research.
- (k) Fashion industry uses demographics and psychographics to improve its samples during market research.
- (l) A merchandiser estimates price targets for apparel industry.
- (m) Applied research has a commercial benefit for the industry.
- (n) 'Introduction' consists of problem, purpose, prediction and summary.
- (o) Hypothesis is of two types : null and alternative.
- (p) 'Literature Review' is a section where theoretical information of past work done by researchers is showcased for a topic.
- (q) Sampling can be random and need not be accidental.
- (r) Primary data collection is handled by the researcher.

- (s) 'Appendix' is a section that is present at the end of a project report.
- (t) 'Bibliography' is also called as 'References' section where information of other books is mentioned to help a researcher gather information for his/her project and report making.
2. Write short notes on the following : 3x5=15
- (a) Primary data collection
 - (b) Secondary Research
 - (c) Appendix
 - (d) Discussion
 - (e) Methodology setup
3. List the 13 Terms of a "Classic Research Process". 20
Define each term briefly.
4. How does Management approach a research problem ? Explain with the help of a 'Management Hierarchy' Diagram. 25
5. What is the concept of sampling ? State the different methods of sampling. 10
6. Differentiate between Qualitative and Quantitative Research. 10
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