

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

**Term-End Examination**

**June, 2013**

**BFD-033 : BASIC RESEARCH**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions. Each question carries equal marks.*

1. Describe the different types of research, clearly pointing out the difference between an experiment and a survey. 20
2. Why probability sampling is generally preferred in comparison to non probability sampling ? Explain the procedure of selecting a simple random sample. 20
3. What are the guiding considerations in the construction of questionnaire ? Explain. 20
4. What does a measure of central tendency indicate ? Describe the important measures of central tendency pointing out the situation when one measure is considered relatively appropriate in comparison to other measures. 20

5. State the reasons why sampling is used in the context of research studies. 20
  
  6. Briefly describe the different steps involved in a research process. 20
-