BFD-039

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

Term-End Examination

June, 2013

BFD-039 : RESEARCH METHODOLOGY

Time : 3 hours   *Maximum Marks : 100*

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

1. (a) Define the term ANOVA.   5

    (b) List in sequence the procedure to follow for calculation of ANOVA.   15

2. Discuss the popular techniques for measuring attitudes.   20

3. What is SPSS ? Explain its uses in research.   20

4. Discuss the differences between decision - making under certainity, decision - making under risk and decision - making under uncertainity.   20

5. Differentiate the following pairs of concepts :

    (a) Null and alternative hypotheses   10x2=20

    (b) One - tailed and two - tailed tests

6. How do data from qualitative research differ from   20 data in quantitative research ?

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