

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

Term-End Examination

June, 2014

BFD-039 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

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

1. Examine the various types of research and their relative merits and demerits. 20
2. How to frame the research objectives ? What are the characteristics of hypothesis ? Discuss in detail. 10+10=20
3. Explain the various types of research measurements. What are the various types of scales and their importance ? Discuss in detail. 5+15=20
4. How does one construct a survey instrument ? What steps need to be followed ? Discuss. 10+10=20
5. Explain the various types of primary source of data collection and their significance. 20
6. Explain the various types of research reports. Give an account on the contents of a research report. 20