

00519

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

**Term-End Examination**

**December, 2011**

**BFM-047 : RESEARCH METHODOLOGY**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** *All questions are Compulsory.*

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1. Illustrate 'The Research Process' diagram as per the model of Cooper and Schindler. 25
2. How does a Management approach a research question or problem ? Explain with the help of the "Management Hierarchy" diagram. 25
3. Explain the terms theory, practice and application used in the field of research with the help of a diagram. 10
4. Please differentiate between Qualitative and Quantitative Research. 10
5. What is the concept of Sampling and which are the different methods of Sampling ? 10

6. Please mark the following as *True* or *False*.

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- (a) Research aids to identify new information or adds to previous knowledge in any field.
- (b) All fields require research to create quality products and get consumer feedback.
- (c) Theory helps to develop the plan for a research project.
- (d) The concept of 'Application' does not exist in Research.
- (e) The merchandiser maintains estimates and price targets for apparel and clothing.
- (f) 'Introduction' is not the first section of a communication.
- (g) The 'objective' is a scientific or systematic progression of ideas.
- (h) Sampling is based on simple statistics to facilitate data collection.
- (i) The 'Methodology Setup' consists of : sample, Measurement and Analysis.
- (j) 'Data Collection' does not provide a baseline from which to measure and target what to improve.
- (k) A sample in fashion studies relates to demographics and psychographics.
- (l) In qualitative research smaller focused samples are generally used.
- (m) In basic research results have a direct or immediate commercial benefit.

- (n) The foundation of research can be applied or basic.
  - (o) Applied research is the basis for pure research.
  - (p) 'Conclusion' mentions the limitations of a research but does not offer suggestions for future research.
  - (q) Homogenous samples consist of diverse features.
  - (r) Exploratory method helps determine the best research design, data collection method and selection of subjects.
  - (s) Primary research is also known as desk research.
  - (t) Quantitative research uses objective measurements based on subjective description of few samples.
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