

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

Term-End Examination

December, 2011

BFD-033 : BASIC RESEARCH

Time : 3 hours

Maximum Marks : 100

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

1. The vice president of administration calls you into her office and states that the computer programming department is not functioning well because there is excessive turnover among the programmers. She suggests you to conduct a survey among other major companies in the region to learn how they handle the problem of high programmer turnover. 10x2=20
 - (a) What do you think of this research suggestion ?
 - (b) How, if at all, could you improve on the vice president's formulation of the research question ?

2. What is research ? Explain types of research with 20 examples.

3. Write short notes on *any two* : 2x10=20
 - (a) Non - Probability sampling
 - (b) Deductive thinking
 - (c) Role of research in decision making

4. (a) Distinguish between regression coefficient and correlation coefficient. 10x2=20

(b) In this data :

| | | | | | | |
|---|---|---|---|----|----|----|
| X | 3 | 6 | 9 | 12 | 15 | 18 |
|---|---|---|---|----|----|----|

| | | | | | | |
|---|---|----|----|----|----|----|
| Y | 6 | 10 | 15 | 24 | 21 | 20 |
|---|---|----|----|----|----|----|

Predict : Y if X is 10

X if Y is 17

5. Explain the process of Questionnaire design in detail. 20

6. You want to interview a representative sample of undergraduate students but conclude there is no way to use probability sampling methods. You decide on a non probability method. The registrar gives you counts of freshmen, sophomores, juniors and seniors, plus how many male and female students are in each class. How would you conduct a reasonably reliable non probability sampling ? 20
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