

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

Term-End Examination

December, 2011

BFD-039 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

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

1. Distinguish among the following sets of items, and suggest the significance of each in a research context : 10x2=20
 - (a) Concept and construct
 - (b) Deduction and Induction

2. Define the distinctions between primary, secondary and tertiary sources in a secondary search. 20

3. Why use control variables rather than depend only on randomization as the means of controlling extraneous variables ? 20

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

5. What ethical risks are involved in observation ? 20
In the use of unobtrusive measures ?
6. What special problems do open-ended questions 20
have ? How can these be minimized ? In what
situations are open-ended questions most
useful ?
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