

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

Term-End Examination

June, 2011

BFD-033 : BASIC RESEARCH

Time : 3 hours

Maximum Marks : 100

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

1. What is research ? Explain their objectives and characteristics. Identify the problems faced while carrying out research. **20**
2. Write short notes on *any two* : **2x10=20**
 - (a) Probability sampling.
 - (b) Inductive thinking
 - (c) Factors affecting managerial decisions
3. Explain the process of Questionnaire design in details. **20**
4. A manufacturer of precision gaskets makes gaskets in two grades : military and consumer automobile. In military applications the precise gasket thickness is far more critical than in consumer automobile applications. The production run for military applications is very small, whereas the production for consumer applications is very large. Explain how these facts affect decisions in sample design, confidence intervals and sample size. **20**

5. From the data below : **2×10=20**

X: 25 19 17 14 12 9 8 7 3
Y: 5 7 12 23 20 25 26 28 20

- (a) Calculate the correlation between X and Y
- (b) Interpret the value of the correlation

6. You are the administrative assistant of a division chief in a large manufacturing organization. You and the division chief have just come from the general manager's office, where you were informed that the assemblers' performance is unsatisfactory. You sensed tension among the workers but did not considered it unusual. The division chief calls you into the office after the meeting and instructs you to investigate. Suggest atleast three different types of research that might be appropriate in this situation. **20**
