

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

Term-End Examination

December, 2013

BFD-033 : BASIC RESEARCH

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt *any five* questions.
(ii) Each question carries *equal* marks.

1. Discuss sources of information in developing a research proposal. 20
2. Discuss three basic types of research design. 20
3. Bring out the importance of statistics in research. 20
4. What are the advantages and disadvantages of sampling ? 20
5. Explain the techniques of interview. 20
6. Design a questionnaire, using four types of scales, to find out customer's satisfaction towards premium cars. 20