

00394

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

Term-End Examination

December, 2014

BFD-033 : BASIC RESEARCH

Time : 3 hours

Maximum Marks : 100

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

1. Briefly describe the different steps involved in a research process. 20
2. Explain the meaning and significance of a research design. 20
3. (a) How would you differentiate between simple random sampling and complex random sampling designs ? Explain clearly giving examples. 10
(b) Why is probability sampling generally preferred in comparison to non-probability sampling ? Explain the procedure of selecting a simple random sample. 10
4. What is the meaning of measurement in research ? What difference does it make whether we measure in terms of a nominal, ordinal, interval, or ratio scale ? Explain giving examples. 20

5. Examine the merits and limitations of the observation method in collecting material. 20
Illustrate your answer with suitable examples.
6. Write notes on **any four** of the following : 4x5=20
- (a) Cross tabulation
 - (b) Discriminant analysis
 - (c) Coefficient of contingency
 - (d) Multicollinearity
 - (e) Partial association between two attributes.
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