

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

Term-End Examination

00484

December, 2014

BFD-039 : RESEARCH METHODOLOGY

Time : 3 hours

Maximum Marks : 100

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

1. Briefly describe the steps in preparing a research design for a new product. 20

2. Discuss the various types of measurement scales to conduct the research. 20

3. Explain the various types of probability sampling. 20

4. Discuss the steps of questionnaire design for a new product. 20

5. Write short notes on the following : *4×5=20*

- (a) Focus group interviews
- (b) Regression and Correlation
- (c) Hypothesis
- (d) Factor rotation

6. Discuss the guidelines and steps of writing a research report. *20*
