

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

Term-End Examination

June, 2014

BFD-033 : BASIC RESEARCH

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) Each question carries equal marks.

1. What are the characteristics of Research ? 20
2. Discuss the structure of business report. 20
3. Explain the various sources of information for data collection. 20
4. Write a brief description of the techniques and steps in construction of questionnaire. 20
5. What are the differences between applied research and basic research ? 20
6. Bring out the importance of statistics in research. 20