

Exam. Code : 217503

Subject Code : 6870

M.Sc. Fashion Design & Merchandising 3rd Semester

Paper—VII : RESEARCH METHODOLOGY

Time Allowed—3 Hours] [Maximum Marks—50

Note :— (1) Attempt any **FOUR** questions from Section 1. Each question carries **10** marks.

(2) It is compulsory to attempt the question mentioned under Section 2. It carries **10** marks.

SECTION—1 (Any FOUR)

1. What is Data Processing and Analysis ? Elaborate the importance of Coding in it.
2. What is Measurement ? Discuss its importance and also elaborate ordinal and nominal scaling techniques.
3. "A good review of research can solve many problems in it." Explain this statement in light of the importance of review of literature.
4. What are Central Tendencies ? Explain the utility and limitations of arithmetic mean and Chi-Square in Research.
5. Discuss the secondary sources of Data Collection. Also discuss the major problems that occur in it.

6. Define research design and discuss its types.
7. Write short notes on :
 - (a) Development of Hypothesis
 - (b) Stratified and Cluster Sampling.

SECTION—2 (Compulsory Question)

8. Make a comprehensive layout of Objectives, Research Design and Methodology to be adopted for studying the Responsibilities and Problems of Fashion Merchandisers in 30 Apparel Industries.