

Exam. Code : 217503

Subject Code : 4590

**M.Sc. Fashion Design & Merchandising 3<sup>rd</sup> Semester  
RESEARCH METHODOLOGY**

**Paper—VII**

Time Allowed—3 Hours] [Maximum Marks—50

- Note** :—(1) Attempt any **FOUR** questions from Section I.  
Each question carries **10** marks.
- (2) It is compulsory to attempt the question mentioned under Section II. It carries **10** marks.

**SECTION—I**

(Any **FOUR**)

1. What do you know about Exploratory and Diagnostic Research Design ? Explain with suitable examples.
2. What is Review of Literature ? Explain its significance in carrying out an original and logical research.
3. Write short notes on the following :
  - (a) Hypothesis
  - (b) Objectives of Research.
4. What do you know about measurement and scaling techniques ? Elaborate Nominal and Interval Scales in detail with suitable examples.
5. What is sampling design ? Explain Stratified and Cluster Sampling in detail.

6. What do you know about 'z' and 't' test and their application in statistical interpretation of results ? Explain with examples.
7. Explain processing and analysis of data with special emphasis on coding.

## SECTION—II

### (Compulsory Question)

8. Make a comprehensive layout of objectives, research design and methodology to be adopted for studying the awareness and indulgence of college going girls in textile reutilization for saving the environment. The sample size should be taken as 30 girls studying in three different colleges of Amritsar.