

Exam. Code : 217503

Subject Code : 5614

M.Sc. Fashion Designing & Merchandising

3rd Semester (Batch 2020-22)

RESEARCH METHODOLOGY

Paper—VII

Time Allowed—3 Hours]

[Maximum Marks—50

Note :- Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **fifth** question may be attempted from any section. All questions carry equal marks.

SECTION-A

1. What is research ? Discuss the various steps required in formulating a good research problem.
2. Write short notes on the following :
 - (a) Review of literature
 - (b) Hypothesis

SECTION-B

3. What do you understand by research design ? Differentiate between Exploratory and Diagnostic research giving suitable examples.
4. What is Sampling Design ? Discuss Simple Random and Stratified sampling in detail.

SECTION-C

5. What is data processing ? Elaborate tabulation and its advantages and disadvantages.
6. Discuss the various scaling techniques with examples.

SECTION-D

7. Write short notes on the following :
 - (a) Mean and Mode
 - (b) Z test
8. Plan a layout for research taking any suitable topic from Merchandising stream. You are required to list down the title, objectives, hypothesis, sampling technique, method of data collection and plan of processing and analysis of data.