

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**M.Sc.(Fashion Marketing Management) (Sem.-2)**

## RESEARCH METHODOLOGY

**Subject Code : MSFMM-208-18**

**M.Code : 76003**

**Date of Examination : 04-01-23**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Attempt any ONE from each Sub-section.**

## SECTION-A

**1. Write briefly :**

- a) Define research design & its importance.
- b) What do you mean by optimum sample size?
- c) Discuss briefly the ranking scale.
- d) Discuss briefly advantages and disadvantages of systematic sampling.
- e) '*Report writing is a skilful art*'. Discuss.
- f) Give a sample cover page of a research report.
- g) Enlist the advantages and disadvantages of questionnaire.
- h) Why are quotations used in a research report?
- i) What is the purpose of footnotes in a research report?
- j) Differentiate between sampling with and without replacement.

## **SECTION-B**

### **UNIT-I**

2. Explain the meaning and nature of research? Classify different types of research with the help of suitable examples.
3. Describe the different steps involved in a research process.

### **UNIT-II**

4. Discuss important concepts related to research design.
5. Discuss different types of data collection tools with the help of suitable examples.

### **UNIT-III**

6. Discuss various kinds of charts and diagrams used in data analysis. Elaborate the use of SPSS in data analysis.
7. Write down in detail about t test and z test.

### **UNIT-IV**

8. Elaborate mechanics of writing a research report.
9. Discuss characteristics of a good research report.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**