

MANIPAL UNIVERSITY**SEVENTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – NOVEMBER 2017****SUBJECT: BFD 407 – RESEARCH METHODOLOGY**

Monday, November 06, 2017

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any FIVE complete questions.
- ✍ Question number 1 is compulsory.

1. Read the case given and answer the questions that follow:

The fashion industry is exploding and everyone, it seems, is vying for a part in the action. To get ahead in the business and sit with the ranks of Ralph Lauren and Calvin Klein, you as an aspiring designer should have some of the same qualities as the world's top designers. Some of the qualities that are required to be a successful designer includes strong business sense; good communication; sense of competition; highly creative ability, strong drawing skills; good eye for materials; strong sewing skills; team player; knowledge of current fashion trends; strong visualization abilities.

- 1A. Define the problem
- 1B. Develop a theoretical framework.
- 1C. Identify the dependent and independent variables.
- 1D. Develop a minimum of six hypothesis.
- 1E. Develop a questionnaire with minimum of 8 questions.
- 1F. Develop coding for the questionnaire designed.

 $(1+1+2+3+2+1 = 10 \text{ mark})$ **2. Following scores are obtained in a sessional test conducted to the IV year's students of Fashion Design.**

85, 75, 76, 40, 83, 30, 64, 80, 74, 89, 42, 82, 36, 74
50, 49, 90, 44, 71, 47, 79, 60, 35, 95, 60, 72, 54, 84
79, 38, 55, 49, 32, 61, 82, 75, 49, 54, 50, 33, 62, 80

- 2A. Group the data into frequency distribution table
- 2B. From the frequency distribution table calculate mean, median, and mode.

 $(2+(3+3+2) = 10 \text{ marks})$

- 3A. Write short notes on ethics in research.
- 3B. Explain in detail stage 1 and stage 2 of research process.

 $(5+5 = 10 \text{ marks})$

4. **Write short notes on the following:**

- 4A. Conceptual framework
- 4B. Formats of research hypothesis
- 4C. Types of variables
- 4D. Purpose of research study
- 4E. Unit of analysis

(2 marks \times 5 = 10 marks)

5A. Write short notes on measurement and scaling techniques.

5B. Write short notes on sampling design.

(5+5 = 10 marks)

6A. Write short notes on primary sources of data collection.

6B. Explain editing, coding, classification and tabulation of data collected with relevant examples.

(5+5 = 10 marks)

