MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 2018

SUBJECT: MAFD 607 – RESEARCH METHODS
(REGULARS)

Friday, November 09, 2018

Time: 14:00 – 17:00 Hrs.   Max. Marks: 50

✍ **Answer any FIVE complete questions from the following.**

✍ **Question 1 is compulsory.**

1.   **Answer the following:**

1A.   **Write the bibliography for the following details:**
      Name of the Article: Impacts of Luxury Fashion Brand's Social Media Marketing on
      Customer Relationship and Purchase Intention
      Name of the author: Angella Jiyong and Eunju Ko
      Name of the Journal: Fashion Design and Technology
      Other details: Volume 8, Issue 1, 1 December 2018, Article number 83

1B.   **Read the abstract given below and identify the research gap and the type of research followed.**
      This paper presents an overview about the possibilities of methodology in fashion design projects, regarding people with disabilities and reduced mobility, in order to expand the projectual possibilities for an effective design for inclusion. Methods or tools in clothing projects should be an integration between ergonomic and functional aspects and the needs and desires related to both communicational and aesthetic preferences of the users/consumers. Considering the insufficiency in project methods in fashion design field to effectively achieve usability, the paper intends to explore interdisciplinary tools and its application in clothing development. The study aimed to develop a methodological tool to contribute in the process of designing fashion products for people with some kind of reduced mobility. The method employed was a qualitative, exploratory and applied research and, supporting the theoretical basis, an analytical approach was performed regarding methods of project from design, fashion and ergonomics aiming at a macro understanding of the processes of projects. The research resulted in projectual guidelines that enhance and optimize the clothing design process focusing on people with reduced mobility, providing an projectual and creative possibility in fashion, regarding methodological tools, and increasing inclusion and accessibility. The guidelines propose, as a final result, an ergonomic approach aiming for comfort, safety and usability but also providing a better approach to inclusive design, instrumentalizing professionals in designing for disability.

1C.   Brainstorm and develop a conceptual framework suitable as per the abstract given in 1B.

1D.   Write suitable hypothesis for the same (include all variables).

1E.   Develop a questionnaire (minimum 15 questions).

                                            (1+1+2+3+3 = 10 marks)

2. Read the data given below, and answer the questions that follows:

Researcher	Variables of study	Design considerations	Findings
Cho, 2006	1. Functional comfort Accommodation to activities Easy reach of fasteners Ease of donning and doffing 2. Physiological comfort Sensory comfort Thermal comfort Fit and fabric weight 3. Psychological comfort Aesthetic and expressive satisfaction Suitability for daily life in hospital Privacy and dignity	A-line style gown was found to be acceptable to the participants of the study than the conventional gown. It consisted of A-line style gown with a front opening; enclosed raglan sleeves; a triangular-shaped, free-float area in the front; and a back-slit overlap	Design guidelines: 1. Design features to accommodate activities of the patient in lying, standing, and sitting posture. 2. Location of the openings should consider privacy and dignity of the wearer. 3. Openings and fasteners should be easy to reach and to open for donning and doffing. 4. Fasteners should not create sensorial discomfort. 5. Seam finish should not create thickness that adds to discomfort to the wearer.
Lake, 1988 (Patented gown)	Address the problems of the conventional gown. Warmth and coverage	Robe like gown with collar, full length back portion, use of 3 snap fasteners located at shoulder area of back portion and one fastener located on the collar at the back portion, waist belt.	
Jha, 2009	1. Physical 2. Functional 3. Physiological 4. Psychological		Need to redesign the gown incorporating the care givers' need of accessibility and functionality.
Thomas, 2010	Bariatric patient		Overlap and close completely at back Wide arm holes

2A. Define the problem.

2B. Develop a conceptual framework. Explain the same.

2C. Research methodology to be followed with justifications

    i)   Type of study suitable   ii)   Population and sample

    iii)   Unit of analysis   iv)   Sampling plan   v)   Data collection technique

    (1+3+(2+1+1+1+1) = 10 mark)

3. **Explain the following:**

3A. Inferential approach and simulation approach

3B. Primary and secondary sources of literature survey

3C. Contrived and non-contrived settings

3D. Mundane and experimental realism

3E. Causal and correlational studies

    (2 marks × 5 = 10 marks)

4. **Study the data given below and answer the questions that follow:**

Country	Europe	Japan	China	Bangladesh	India
GDP	72,855,000	22,464,00	21,748,500	5,706,000	5,332,500
Luxury Market	495,000	90,000	38,250	29,250	6,300
Luxury Market as % of GDP	0.68%	0.40%	0.18%	0.51%	0.12%

4A. Draw a histogram. The data of luxury market is to be represented as line graph.

4B. Draw a bar chart

4C. Draw a pie diagram

(4+3+3 = 10 marks)

5A. Compute the mean and standard deviation for the following scores

35, 33, 39, 36, 33, 28, 41

5B. Calculate QD and mean deviation for the following scores

Scores	f
58-65	5
50-57	7
42-49	9
34-41	15
26-33	10
18-25	8
10-17	6
02-09	2

(4+6 = 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)

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