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MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD/FIFTH SEMESTER M.A. (FM) DEGREE EXAMINATION – NOVEMBER 2019

**SUBJECT: MAFD 607 – RESEARCH METHODS
(2016/2017 SCHEME)**

Monday, November 11, 2019

Time: 10:00 – 13:00 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: Visual merchandising: a neglected area in UK fashion marketing

Name of the author: Gaynor Lea-Greenwood

Name of the Journal: International Journal of Retail and Distribution Management

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.

Consumers' perceptions of visual merchandising can arouse consumers' in-store merchandise exploration, such as interacting with products, differentiate a retail brand among competitors; contribute to brand preference; and encourage purchase intentions. However, the combination of topics, visual merchandising and cognition, remains relatively unexplored. Thus, Study I develops measures of visual merchandising cognition and Study II examines the impact of visual merchandising cognition on brand preference, with a focus on fashion brands. This research used mixed methods and an experimental design to empirically test the influence of visual merchandising cognition on fashion brand preferences. Confirmatory factor analysis finds three dimensions of visual merchandising cognition: in-fashion, attractiveness, and function. A structural equation model confirms a conceptual framework for the influence of visual merchandising cognition on brand preferences. In-fashion and attractiveness have a significantly positive effect on brand aesthetic attributes. Function has a significantly positive effect on brand utilitarian attributes. Favorable attitudes toward visual merchandising directly transfer to favorable brand attitudes that are positively associated with purchase intentions.

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 following and answer the questions that follows:

Why do some designers earn more than others? Economists focused on importance of education, basic skills, work experience – what they called human capital – on increased

productivity and said these were reflected in greater earning power. Researchers also found that self-esteem was instrumental in acquiring human capital.

- 2A. Define the problem.
- 2B. Evolve a theoretical framework with explanation of the dependent, moderating (if any), and independent variables. Explain and justify the same.
- 2C. Write the hypothesis (2 directional, 2 non-directional, one null)
- 2D. Detail the appropriate method of research.

(1+3+2+4 = 10 marks)

3. **Explain the following:**

- 3A. Analytical research
- 3B. Descriptive research

(5 marks × 2 = 10 marks)

4. Explain the different stages of research design.

(10 marks)

5. **Answer the following:**

- 5A. Stratified random sampling
- 5B. Unstructured interview
- 5C. Controlled observations
- 5D. Characteristics of good research

(2½ marks × 4 = 10 marks)

6. Following scores are obtained in a sessional test conducted to the IV year's students of Fashion Design.

22, 60, 17, 55, 78, 73, 53, 43, 76, 60, 32, 56, 46, 24, 53, 49

69, 42, 33, 59, 49, 26, 61, 55, 38, 45, 29, 60, 47, 29, 68, 60

- 6A. Group the data into frequency distribution table.
- 6B. From the frequency distribution table calculate mean and mean deviation.

(2 (4+4) = 10 marks)

