

Reg. No.									
----------	--	--	--	--	--	--	--	--	--

MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – NOVEMBER 20 19

SUBJECT: BFD 407 – RESEARCH METHODOLOGY
(2015 SCHEME)

Friday, November 15, 2019

Time: 10:00 – 13:00 Hrs.

Max. Marks: 50

- ✍ Answer any full FIVE questions.
- ✍ Answer all parts of a question.
- ✍ Support the answers with neat Illustrations wherever required.

- 1A. Classify the Approaches to Research.
- 1B. Explain the importance of the two approaches to research.
- 1C. Explain Descriptive Research with an example.

(2+3+5 = 10 marks)

2. Below is the gist of a research paper. Read and answer the below mentioned questions.

Consumer behavior research is the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. Firms can satisfy those needs only to the extent that they understand their customers. The main objective of this paper is to study the gender differences in consumer buying behavior of a Indian population when they go shopping to buy apparel products. To attain this objective a survey was developed and administered across India. The findings confirm the differences between women and men especially in terms of What, Where, When, and How they buy.

- 2A. Identify the Broad Problem area.
- 2B. Write the Research Problem.
- 2C. Formulate the research Hypothesis.

(3+3+4 = 10 marks)

- 3A. "In the apparel Industry are the machinists more accident prone than other workers". To execute aforesaid research, choose the appropriate type of sampling method.
- 3B. Explain the methods of data collection.
- 3C. Describe the importance of any one of the methods of data collection.

(4+4+2 = 10 marks)

- 4A. Construct a semantic scale to assess the properties of an apparel brand (Minimum 5 properties).
- 4B. Explain the threats to validity.

(5+5 = 10 marks)

5. Write a Report on "Documentation of any traditional textile of India"

5A. Plan a Proposal

5B. Set Objectives

5C. Give a brief Methodology

(4+4+2 = 10 marks)

6A. Calculate the mean, median and mode for the given data: 78, 98, 75, 26, 37, 108, 129, 130

6B. Write the contents of report writing. Explain the significance of each chapter that is mentioned in the report.

(5+5 = 10 marks)

