Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐   **Total No. of Pages : 02**

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2018 Batch)   (Sem.–2)
RESEARCH METHODOLOGY
Subject Code : MSFMM-208-18
M.Code : 76003

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 THREE Sub-sections : Units-I, II & III.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.**

SECTION-A

l.   **Write briefly :**

   a. Marketing research

   b. Questionnaire

   c. Research report

   d. Survey

   e. T-test

   f. Conditional probability

   g. Sampling errors

   h. Chi square

   i. Formulation of research problem

   j. Statistical Evaluation

SECTION-B

UNIT-I

2. How do you select a research problem? Describe the objectives and outcome.

3. Differentiate between Qualitative and Quantitative Methods of Research.

UNIT-II

4. Enumerate the different methods of collecting data giving one example each.

5. Define Sampling and sampling designs. Also, discuss the criteria for Selecting a Sampling Procedure.

UNIT-III

6. Describe the various forms of quantitative tools of statistical analysis.

7. Discuss in detail about the testing of Hypothesis.

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.