

- Note :** 1) All questions are compulsory.
2) All questions carry equal marks.

- Q. 1** Answer any Two (7.5 Marks Each) 15
a) Discuss the characteristics of good research.
b) Explain the steps in Research design.
c) Explain the significance of hypothesis.
- Q. 2** Answer any Two (7.5 Marks Each) 15
a) What are the types of sources of data? Explain the features of primary data.
b) Write a short note on Interview method.
c) Explain briefly hikert scale and semantic differential scale.
- Q. 3** Answer any Two (7.5 Marks Each) 15
a) Write a short note on Z test.
b) Explain the methods of classification.
c) Describe the significance of Interpretation of data.
- Q. 4** Answer any Two (7.5 Marks Each) 15
a) State the essentials of goods research report.
b) Explain the different types of Report.
c) "Proper education and guidances are needed for minimizing the evil of plagiarism". Explain.
- Q. 5** Case study : 15

Mr. Saquib Khan has a chain of restaurants in many cities of northern India and he is interested in diversifying his business. His only son, Imran, never wanted to be in the hospitality line. to settle Imran into a line which would interest him, Mr. Khan decided venture into garment manufacturing. He gave this idea to his son who liked it very much. Imran has already done a course in fashion designing and want to do something different for the consumers of this industry. An idea struck him that we should design garment for people who are very bulky but want a lean look after wearing readymade garment. The first thing that came to his mind was to have an estimate of people who wore large size shirt (40 size and above) and large size trouser (38 size and above).

A meeting was called of expert from the garment industry and a number of fashion designers to discuss on how they should proceed. A common concern for many of them was to know the size of such a market. Another issue that was bothering them was how to approach the respondents.

It was believed that asking people about the size of their shirt or trouser may put them off and there may not be any worthwhile response. A suggestion that came up was they should employ some observers at entrance of various mall and their job would be looked at people who walked into the mall the see whether he concerned person was wearing a big sized shirt or trouser. This would be a better way of approaching the respondents. This procedure would help to estimate in a very simple way the proportion of people who wore big sized garments.

Questions :

- 1) Name the sampling design that were being used in the study.
- 2) What are the limitations of the design chosen?
- 3) Can you suggest a better design?
- 4) What method of data collection is being employed?

— The End —

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