

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
MID TERM EXAMINATION - OCT 2023**

Semester : Semester VII - 2020

Course Code : BDF405

Course Name : Sem VII - BDF405 - Research Methodology

Program : BSM

Date : 16-OCT-2023

Time : 9.30AM - 11.00AM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

Answer all the questions

(5X2=10M)

1. Provide two valid reasons of conducting a research. (CO1) [Knowledge]
2. What do you understand by quantitative research? (CO1) [Knowledge]
3. How would you define qualitative research? (CO1) [Knowledge]
4. What do you mean by literature survey? (CO1) [Knowledge]
5. How is research used in Marketing? (CO1) [Knowledge]

PART B

Answer all the questions

(2X10=20M)

6. Discuss in detail the need for data collection and analysis in research. (CO1) [Comprehension]
7. Discuss the MEASURABLE and TIME-BOUND aspects of a research problem with a suitable example. (CO2) [Comprehension]

PART C

Answer all the questions

(1X20=20M)

8. In today's era, social media has become a part of our globally connected world in numerous ways, and mostly the fashion industry is observing a major shift in its inspiration for designs and trends, all credits goes to social media and blogging sites like Facebook, Twitter, Instagram and Tumblr. In the fashion industry, the application of social media platforms can be done to interact with the user, as a medium of networking with others in the industry, and as a way of building an online presence. But it is also found that social media can also influence designers in different ways that are changing the way many designers create their fashions.

Based on your understanding of the above context, develop the research problem statement in your own words and discuss the process of problem formulation taking this case into consideration.

(CO2) [Application]