

Total number of printed pages: 02 Programme(PG)/Sem-2nd /PMMD 201

2024

DESIGN RESEARCH

Full Marks : 100

Time : Three hours

The figures in the margin indicate full marks for the questions.

Answer any five questions.

1. By design research, what do you mean? Explain the concept and methods for a literature review. 20
2. Describe descriptive research with a single example. What distinguishes primary data and secondary data? 20
3. What is the relationship between design thinking and design research? How does design research contribute to the problem-solving process in design thinking? 20
4. Explain simple random and stratified sampling designs with suitable example. 20
5. What do you understand by hypothesis? Discuss different types of hypothesis. 20
6. How would the development of a creative thinking environment improve research project effectiveness, especially in areas where conventional approaches might not be adequate? explain properly with example. 20
7. Write short notes on any two of the following 10x2=20
 - a) Qualitative and Quantative Research
 - b) Questionnaire as tool for dada collection
 - c) Lateral Thinking
