## TILAK MAHARASHTRA VIDYAPEETH, PUNE BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) EXAMINATION : JUNE -2022 SEMESTER - V

CB/CS 60:40

Sub.: Research Methodology (BBA15-512)

Date :-	27/06/2022	Total I	Marks: 60	Time:10.00 am to 1	2.30 pr
		<ol> <li>The paper consists of two sec</li> <li>All questions are compulsory.</li> </ol>			
		<u>SECT</u>	<u>ION - I</u>		
Q. 1.	Answer in deta	il (Any two out of four)			(20)
1.	What is Hypothe	esis? What are the features of a g	good Hypothesis?	)	
2.	Define primary	data. What are the techniques of	primary data colle	ction?	
3.	What is tabulation	on? What are the principles of ta	bulation?		
4.	Define research	Report .Discuss steps in plannin	ig and organizing o	f research report	
Q. 2	Write short not	tes: (Any 2)			(10)
a)	Types of questic	ons			
b)	Types of scales				
c)	Steps in analysis	5			
d)	Essential qualiti	es of good report			
		SECT	<u>TION-II</u>		
Q. 3.	Choose the mos	st appropriate option			(20)
1)		ork is conducted to test the truth	of		
	a) problem		b) hype		
2)	c) hidden things The report sho	uld contain	d) issue	es	
-	a) preliminary s		b) end	matter	
	c) main body		,	f the above	
3)	The purpose ofis to communicate to the readers the methodology and the results of the study .				
	a) research desig	gn	b) rese	arch document	
	c) research prob			arch report	
4)	The primary aim ofis to understand social life & thereby to gain a greater measure of control over social behavior.				
	a) educational re		b) man	agerial research	
	c) social researc			erimental research	
5)	Research means		1 \ 1		
	<ul><li>a) search for kno</li><li>c) invention</li></ul>	owieage	-	ing changes of these	
6)		ich has effect on another variabl			
	a) quantitative v	rariable	b) depe	endent variable	
	c) qualitative va	riable	d) inde	pendent variable	

7)	includes survey & facts finding enquires of the different kinds.				
	<ul><li>a) descriptive research</li><li>c) historical research</li></ul>	b) analytical research d) social research			
8)	consists of classification, tabulation & coding.				
	a) collecting of data	b) interpretation of data			
	c) preparation of report	d) processing of data			
9)	is example of quantitative variable.				
	a) age ,income, height ,marks	b) gender ,religion			
1.0	c) grade points ,ranks, anxiety levels	d) occupation ,address			
10)	is a set of elements taken from a larger population according to certain rule.				
	a) sample	b) statistics			
11)	c) population The principle of is to understand social life	d) elements			
11)	The principle ofis to understand social life control over social behavior.	$\alpha$ thereby to gain a greater measure of			
	a) educational research	b) managerial research			
	c) social research	d) experimental research			
12)					
	a) random sampling	b) probability sampling			
	c) non probability sampling	d) census sampling			
13)	After formulating research problem the research will prepare				
	a) sample design	b) research design			
	c) data collection method	d) research report			
14)	research is concerned with quantitative phenomenon.				
	a) Qualitative research	b) ) Quantitative research			
15)	c) Empirical research	d) Analytical research.			
15)	Experimental research is based on	h) an initian of annexts			
	<ul><li>a) ) Collected data</li><li>c) Experiments conducted in a laboratory</li></ul>	<ul><li>b) opinions of experts</li><li>d) all of these.</li></ul>			
16)	is the list of books, journals, in research report.				
10)	a) Content page	b) Appendix			
	c) Bibliography	d) List of tables.			
17)	Secondary data may include of the following.				
,	a) official documents	b) personal documents			
	c) Research data	d) all of the above.			
18)	is not a major method of data collection.				
	a) Questionnaires	b) Focus group			
	c) co relational method	d) Secondary data			
19)	research is concerned with qualitative phenomenon.				
	a) Qualitative research	b)) Quantitative research			
20)	c) Empirical research The selection of sample known as	d) Analytical research.			
20)	-				
	a) Sampling	b)) Population			
	c) Research method	d) Sample design			
Q.4.	Case Study-				
-	Prepare a Census slip for the 2020 census collection. It's a 'Individual Slip,' which was used to				
	<ul> <li>collect data for a general purpose survey - <ol> <li>Social and cultural information, such as nationality, religion, literacy, mother tonguand so on;</li> <li>Extensive economic data, such as occupation, industry, worker class, and activities not working;</li> </ol> </li> </ul>				
	not working,				

3) Demographic information, such as relationship to the household's head, sex, age, marital status, and birthplace , birth date. (Make a questionnaire).

(10)