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MASTER OF COMMERCE (M.COM.)
EXAMINATION: December - 2022
FOURTH SEMESTER

Sub: Research Methodology in Business (MCC-412)

Date: 12/12/2022

Total marks: 100

Time: 02.00 pm to 5.00 pm

Instruction: All questions are compulsory.

Q. 1. Answer the following questions. (Attempt any three) (30)

1. Define sampling. Explain advantages and limitations of sampling.
2. Define Research. Explain nature and objectives of research.
3. What is Hypothesis? Explain utility and sources of Hypothesis in detail.
4. Define Research Design. Explain its features, importance and contents.
5. Define research report. What are the various contents of Research report?

Q2 Answer the following questions. (Attempt any three) (30)

1. What is Tabulation? Explain the principles and advantages of tabulation.
2. Explain in detail types of Research in social sciences.
3. Explain in detail sources of Hypothesis.
4. How is the research process carried out?
5. Write down Characteristics of a Good Sample

Q3 Write short notes. (Attempt any four) (20)

1. Write two features of good research design
2. Write any two Types of Research
3. What is Questionnaire?
4. Write two types of Tables
5. What is Tabulation?
6. What is Bibliography

Q.4A. Answer in one Sentence (Any 5) (10)

1. Write two Essential Qualities of a Good Report
2. Define Research
3. What is Qualitative and Quantitative Research
4. What is Primary and Secondary Data
5. What is Analytical Research
6. What is Null and alternative Hypothesis
7. What is research Scale?

Q.4B. Select the correct Alternatives (Attempt any Ten

(10)

1. _____ Is a documentary evidence of the research effort.
a) Research report
b) Primary data
c) Secondary data
d) Interpretation of data
2. _____ Research is based on the measurement of quantity or amount.
a) Qualitative
b) Quantitative
c) Applied.
d) None of these
3. _____ research is applicable to phenomena that are measurable so that they can express in terms of quantity.
a) Quantitative research
b) Qualitative research
c) Analytical research
d) Empirical research
4. Experimental research is based on -----.
a) Collected data
b) opinions of experts
c) Experiments conducted in a laboratory
d) all of these.
5. ----- is a verbal method of securing data in the field of surveys.
a) Questionnaire method
b) observation method
c) Interview method
d) none of these.
6. _____ is a detailed description of what has been done & how it has been done with respect to a particular area or topic.
a) Research design
b) Research document
c) research report
d) Research problem.
7. The primary aim of _____ is to understand social life & thereby to gain a greater measure of control over social behavior.
a) Educational Research
b) Social Research
c) Managerial Research
d) None of these.
8. In research, something that does not “vary” is called a -----.
a) Constant
b) Control group.
c) Method
d) Variable
9. When each member of a population has an equally likely chance of being selected this is called.....
a) A nonrandom sampling
b) A Quota sample
c) A snowball sample
d) A equal probability selection method
10. Representative part of universe is called-----.
a) Population
b) Element
c) Unit
d) Sample
11. The process of drawing a sample from a population is known as
a) Sampling
b) Censes
c) Survey
d) None of these.
12. _____ is empirical & practical.
a) Historical
b) Applied
c) Descriptive
d) Empirical