

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM.)
EXAMINATION: MAY - 2023
FOURTH SEMESTER

Sub: Research Methodology in Business (MCC-412)

Date: 23/05/2023

Total marks: 100

Time: 02.00 pm to 5.00 pm

Instruction: All questions are compulsory.

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

1. Explain Research process in detail.
2. What is Questionnaire? What are the different types of questionnaire?
3. What is Primary Data? What are the different tools of Primary Data collection?
4. Define Research. Explain characteristic, objectives and importance of Research.

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

1. Write down Characteristics of a Good Sample
2. What is interpretation of data? What are the techniques of interpretation?
3. What are the sampling techniques?
4. Explain in detail advantages and disadvantages of Interview Method.
5. Explain Secondary Data in detail.

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

1. Social Research
2. Testing of Hypothesis
3. Interpretation
4. Coding
5. Primary Data
6. Types of Sampling

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. Experimental research is based on _____.
a) Collected data
b) opinions of experts
c) Experiments conducted in a laboratory
d) all of these.
2. The process of drawing a sample from a population is know as _____.
a) Sampling
b) Census
c) Survey
d) None of these
3. ____ is verbal method of securing data in the field of surveys.
a) Questionnaire method
b) Observation method
c) Interview method
d) None of these
4. ____ is empirical and practical.
a) Historical
b) Applied research
c) Descriptive
d) Empirical
5. The primary aim of _____ is to understand social life and thereby to gain a grater measure of control over social behavior
a) Educational Research
b) Social Research
c) Managerial Research
d) None of these
6. ____ is the method that can be used to solve the research problem.
a) Research methodology
b) Quantitative
c) Research design
d) None of these
7. _____ is a documentary evidence of the research effort.
a) Research report
b) Primary data
c) Secondary data
d) Interpretation of data
8. Probability sampling means _____
a) Every individual has chance of being selected.
b) No probability is associated with an individual of being selected
c) Research process
d) None of these
9. -----tries to correlate the dependent variables with the independent variables.
a) Correlation study
b) Descriptive study
c) Exploratory study.
d) Variance Study
10. _____ 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.
11. In research, something that does not “vary” is called a -----.
a) Constant
b) Control group.
c) Method
d) Variable
12. _____ Research is based on the measurement of quantity or amount.
a) Qualitative
b) Quantitative
c) Applied.
d) None of these