

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION: DECEMBER - 2023**  
**SEMESTER – V**

**Sub: Research Methodology (BBA 15-512)**

**Date : 18/12/2023**

**Total Marks : 60**

**Time: 10.00am to 12.30pm**

- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q. 1. Choose the most appropriate option. (05)**

1. A free response in the respondent's own words is given in this form  
a) Opinion  
b) closed  
c) Nonstructural  
d) Open
2. Research means \_\_\_\_\_ search for truth.  
a) Systematic  
b) Collection  
c) Tabulation  
d) Analysis
3. \_\_\_\_\_ helps in making comparison and drawing inference from data.  
a) Tabulation  
b) Classification  
c) Coding  
d) Decoding
4. Research must have a lively sense of \_\_\_\_\_ about the world.  
a) curiosity  
b) Tabulation  
c) Answers  
d) Truth
5. Research report writing is \_\_\_\_\_ process.  
a) reasoning  
b) conclusions  
c) Coding  
d) Collection

**Q. 2. State True / False (05)**

1. All the data should be in uniform pattern.  
a) True  
b) False
2. An observation may be either casual or planned  
a) True  
b) False
3. A good deal of planning is required before starting the report writing  
a) True  
b) False
4. Ambiguous questions lack clarity.  
a) True  
b) False
5. Adequate training and experience can make concentration almost a matter of habit for research.  
a) True  
b) False

**Q. 3. Write Short notes on (Any Three) (15)**

1. Importance and need of tabulation
2. Types of questions used in Questionnaire
3. Basic Types of Research
4. Process in Research
5. Hypothesis

**Q. 4. Answer in detail (Any Two) (20)**

1. What is sampling? What are the sampling techniques?
2. What is Research Design ? What are the good characteristics of Good Research Design?
3. What is Research? Explain why and when it is attempted.

**Q. 5. Case study (15)**

Out of a total number of 10000 candidates who applied for jobs in a government department 6854 were males ,3146 were graduates and others nongraduates . The number of candidates with some experience was 2623 of whom 1860 were males. The number of males graduates was 2012. The number of graduates with experience was 1093 that includes 323 females.

**Q .1 -** Find total number of Female workers.

**Q . 2-** Find total number of Non graduates.

**Q . 3-** Estimate total number of In-experienced persons .

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