

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

**Sub: Research Methodology in Business (MCC-412)**

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**Date: 13/12/2023**

**Total marks: 100**

**Time: 02.00 pm to 5.00 pm**

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**Instruction: All questions are compulsory.**

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

1. Define Research and explain essential qualities of Research and Researcher.
2. Define Research. Explain characteristic, objectives and importance of Research.
3. Define research report. What are the various contents of Research report?
4. Define Primary Data. What are the techniques of Primary Data collection?

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

1. What are the various types of Interview? Explain in brief.
2. Explain in detail types of research.
3. Write down Characteristics of a Good Sample
4. What is Hypothesis? What are the features of good Hypothesis?
5. State importance and limitations of social research.

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

1. Types of scales
2. Types of Questionnaire
3. Primary Data
4. Sample
5. Secondary Data
6. Contents Research Design

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

1. What is Testing of Hypothesis?
2. Write two types of Questionnaire
3. Write two types of interview
4. Write two types of Scale
5. Write two steps of research process
6. What is cluster sampling
7. Write two features of good hypothesis.

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

**(10)**

1. \_\_\_\_\_ 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
2. The process of drawing a sampling from a population is known as \_\_\_\_\_.
  - a) Sampling
  - b) Census
  - c) Survey
  - d) None of these
3. \_\_\_\_\_ is a detailed description of what has been done and 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
4. \_\_\_\_\_ is a method that can be used to solve the research problem.
  - a) Research methodology
  - b) Research Problem
  - c) Research design
  - d) None of these
5. \_\_\_\_\_ is empirical and practical.
  - a) Historical
  - b) Applied research
  - c) Descriptive
  - d) Empirical
6. \_\_\_\_\_ research is based on the measurement of quantity or amount.
  - a) Qualitative
  - b) Quantitative
  - c) Applied
  - d) None of these
7. \_\_\_\_\_ is the 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 begin 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 the blue print for obtaining a sample from the sampling frame..
  - a) Sampling frame
  - b) Research report
  - c) Sampling design
  - d) Research process
11. The primary aim of \_\_\_\_\_ is to understand social life and there by to gain a greater measure of control over social behavior.
  - a) Educational Research
  - b) Social Research
  - c) Managerial Research
  - d) None of these
12. Research methodology is a -----.  
Science method  
invention None of these.