

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: MAY- 2024

SEMESTER - V

Sub.: Research Methodology (BBA15-512)

Date : 30/05/2024

Total Marks : 60

Time: 10.00 am to 12.30pm

- Instructions:** 1) All questions are compulsory.
2) Figures to the right indicate full marks.
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Q. 1. Choose the most appropriate option.

(05)

1. is the first step in research process.
a) Developing hypothesis
b) Collection of data
c) formulating research problem
d) Developing hypothesis
2. Experimental research is based on
a) collected data
b) experiments conducted in laboratory
c) opinions of experts
d) sampling of data
3. The variable which has effect on another variable is called.....
a) quantitative variable
b) dependent variable
c) qualitative variable
d) independent variable
4. The report should contain.....
a) preliminary section
b) end matter
c) main body
d) all of the above
5. is a set of elements taken from a larger population according to certain rule.
a) sample
b) statistics
c) population
d) elements

Q. 2. State True / False

(05)

1. A good research design can result in minimizing time, effort and money.
a) True
b) False
2. A questionnaire is a systematic compilation of questions.
a) True
b) False
3. All the data should be in uniform pattern.
a) True
b) False
4. Applied research does not have a direct, practical application.
a) True
b) False
5. Tabulation is the process of data Coding .
a) True
b) False

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

1. Types of scales –
2. Types of hypothesis-
3. Types of Research -
4. Types of Samplings -
5. Research Process.

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

1. What is interpretation of data? What are the various types of Tables?
2. Define research Report .Discuss steps in planning and organizing of research report.
3. What is tabulation? What are the principles of tabulation?
4. What is interpretation of data? What are the various techniques of interpretation?

Q. 5. Case study (15)

You have to collect data to calculate Census. Make an appropriate questionnaire to be asked to individual families.

Questions:

- 1) Which types of questions you use?
 - 2) Write at least 15 questions
 - 3) Write proper Questionnaire.
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