

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF BUSINESS ADMINISTRATION (M.B.A.)**  
**EXAMINATION: MAY- 2024**  
**SEMESTER - II**

**Sub.: Business Research Methodology (MBA201)**

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**Date : 22/05/2024**

**Total Marks : 60**

**Time: 2.00pm to 4.30pm**

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- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.
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- Q. 1. Write Short notes on (Any Three) (15)**
1. Research Process
  2. Likert Scale
  3. Research Report
  4. Sampling Methods
  5. Research Report
- Q. 2. Answer in detail (Any One) (10)**
1. Write types of Questions used in Making Questionnaire.
  2. Define Hypothesis. Explain various sources of framing Hypothesis.
- Q. 3. Answer in detail (Any One) (10)**
1. Explain ,”Research Process “
  2. Write in detail content of research report.
- Q. 4. Answer in detail (Any One) (10)**
1. Define primary data. Write the various techniques to collect the primary data.
  2. What is mean by, “Interpretation of data” Write different Statistical tools used to Interpret the data.
- Q. 5. Case study (15)**
- Make a Census slip for collection of Data with respect to ,Family Head ,Number of Family members ,Relation with head, Age ,Gender, Education, Status as earning, not earning ,religion, mother tongue, etc.
- Question**
- 1) Find out at list 10 variables.
  - 2) Select proper Questions.
  - 3) Write Questionnaire.
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