

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

EXAMINATION: DECEMBER - 2024

SEMESTER - V

Sub.: Research Methodology (BBA22-512)

Date : 19/12/2024

Total Marks : 60

Time: 10.00 am To 12.30 pm

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

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

1. What is the primary purpose of research?
 - a) To prove a hypothesis
 - b) To discover new information
 - c) To validate previous studies
 - d) To create theories
2. Which of the following is a qualitative research method?
 - a) Survey
 - b) Experiments
 - c) Interviews
 - d) Statistical analysis
3. What is the significance of a literature review?
 - a) To present original research
 - b) To summarize existing knowledge
 - c) To generate new hypotheses
 - d) To provide a methodology
4. In a hypothesis test, what does it mean if a p-value is less than 0.05?
 - a) There is a 5% chance the results are due to random chance
 - b) The null hypothesis should be rejected
 - c) The results are not statistically significant
 - d) None of the above
5. Which of the following is NOT a step in the research process?
 - a) Identifying the problem
 - b) Developing a questionnaire
 - c) Writing the conclusion before analysis
 - d) Data collection

Q. 2. State True / False (05)

1. Quantitative research focuses on numbers and measurable results
 - a) True
 - b) False
2. Qualitative research involves subjective assessments and analyses.
 - a) True
 - b) False
3. A hypothesis is a statement that can be tested scientifically.
 - a) True
 - b) False
4. Primary data is collected firsthand for a specific research purpose
 - a) True
 - b) False
5. Secondary data is always more reliable than primary data.
 - a) True
 - b) False

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

1. Measurement
2. Characteristics of the Hypothesis
3. Questionnaire
4. Various steps in Research Process
5. Descriptive Research

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

1. Define hypothesis testing and its use in research
2. What is Secondary Data ? Which sources are used to gather secondary data?
3. Write Characteristics of Good Sample
4. Write Types of scales. How Scales helps to Data collection?

Q. 5. Case study (15)

XYZ -Ltd company has 500 employees .The study is commission to conduct their satisfaction level about salary and the environment at work place.

Questions :

1. What are the variables under study?
 2. Write the Hypothesis
 3. Which type of test has to use for this research?
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