

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

EXAMINATION: DECEMBER - 2024

SEMESTER - V

Sub.: Research Methodology (BBA15-512)

Date : 24/12/2024

Total Marks : 60

Time: 10.00 am to 12.30pm

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

Q. 1. Choose the most appropriate option.

(05)

1. Research starts with
 - a) Selecting an issue
 - b) Searching for a problem
 - c) Finding a problem
 - d) Identifying a problem
2. A null hypothesis is.....
 - a) True when the variables do not differ from one another
 - b) The same as the research hypothesis
 - c) Subjective in nature
 - d) True when the variables do differ from one another.
3. When circumstances does a Type-I error arise.....
 - a) Even when the null hypothesis is false, it is accepted
 - b) Even if the null hypothesis is correct, it is rejected
 - c) The alternate hypothesis and the null hypothesis are both disproved
 - d) None of the preceding
4. Blue print of Research work is called
 - a) Research Problem
 - b) Research tools
 - c) Research Design
 - d) None of the above
5. Research report writing is process.
 - a) reasoning
 - b) coding
 - c) collection
 - d) conclusions

Q. 2. State True / False

(05)

1. The simplest form of tabulation is many fold.
 - a) True
 - b) False
2. Hypothesis is the scientific statement.
 - a) True
 - b) False
3. Social Research is Basic Research.
 - a) True
 - b) False
4. Show ball is non probability sampling method.
 - a) True
 - b) False
5. Research means systematic work .
 - a) True
 - b) False

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

(15)

1. Basic types of research
2. Research process
3. Types of questions
4. Research Report
5. Sampling

Q. 4. Answer in detail (Any Two)

(20)

1. Define Primary data. What are the various techniques of primary data collection?
2. How data is collected for the research ? Write the methods of collection of data .
3. What objective does research have in the Education?
4. Why is it necessary for conducting out research?

Q. 5. Case study

(15)

Consider a study done to determine whether or not 21st-century top management executives have a moral claim to a sizeable portion of the profits made by their companies. Descriptive research's main objective is to describe the current condition of view. It is, to put it simply, a fact-finding study. While definitive conclusions can be drawn from descriptive studies, a cause-and-effect link cannot be established. This kind of study aims to characterize the respondent's attributes in connection to a specific product. The focus of descriptive research is on the consumer's characteristics. Trends in soft drink consumption, for example, in relation to socioeconomic factors like age, family, income, education level, etc. Another illustration would be the extent of TV channel viewing and how it varies according to the respondent's age, income, occupation, and viewing time.

Questions :

1. Which type of research is this ?
 2. What is the area of the research data collection?
 3. With which method we can collect the data ?
-