

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: MAY - 2025
FOURTH SEMESTER

Sub: Research Methodology in Business (MCC-412)

Date: 8/05/2025

Total marks: 60

Time: 2.00 pm to 4.30 pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q. 1 Answer the following questions. (Attempt any two) (32)

1. Define Research. Explain importance of research in detail.
2. Define Hypothesis. State and Explain Characteristics of Hypothesis.
3. What is Questionnaire? What are the precognitions to be taken by a researcher while framing a questionnaire
4. Explain Research Process in Detail.

Q. 2 Answer the following questions. (Attempt any two) (16)

1. What is primary data? What are the sources of Primary data Collection
2. What are the sampling techniques?
3. Define "Social Research" explain various types of research.
4. Define Research Report.

Q. 3 Write short notes. (Attempt any three) (12)

1. Likert Scale
 2. Types of Interview
 3. Types of Hypothesis
 4. Secondary Data
 5. Contents of Research Design
 6. Basic Types of Research
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