

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

EXAMINATION: MAY- 2025

SEMESTER - V

Sub.: Research Methodology (BBA15-512)

Date : 28/05/2025

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. Researcher has to make a plan of his own _____ before undertaking research.
a) conclusions
b) central
c) study
d) systematic
2. All modern sciences are rooted in _____.
a) Observation
b) interpretation
c) scientific research
d) theories
3. Verbal and written sources are called as _____.
a) Documentary sources
b) Print sources
c) Valid sources
d) Honest sources
4. The simplest form of tabulation is _____.
a) one way
b) many fold
c) many fold
d) three way
5. There is absolutely no room for bias or conscious selection of samples in _____.
a) purposive sampling
b) judgement sampling
c) simple random sampling
d) non-probability sampling

Q. 2. State True / False (05)

1. A case study provides a detailed analysis of a particular subject or case.
a) True
b) False
2. An independent variable is manipulated to observe its effect on a dependent variable.
a) True
b) False
3. Hypothesis is the scientific statement.
a) True
b) False
4. Social Research is Basic Research.
a) True
b) False
5. Research report is long lasting.
a) True
b) False

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

1. Research Design
2. Data Analysis Methods in the Research Process
3. Types of Hypotheses
4. Probability Sampling
5. Data Collection Methods

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

1. What is research methodology?
2. What are the key components of a research report?
3. What is the significance of research in business administration?
4. What are Types of Errors explain with suitable example.

Q. 5. Case study (15)

HR Manager wants to check the different factors like Computer literacy to be checking & to be improved ABC Corporation implemented a new employee training program aimed at improving productivity and job satisfaction among its workforce. To assess the effectiveness of this program, the management decided to collect data before and after the program implementation. They utilized employee surveys, interviews, and productivity metrics to evaluate the outcomes over a six-month period.

Questions :

1. What are the variables under study ?
 2. Write at least 10 questions to make the Questionnaire
 3. Write Questionnaire to collect the proper data .
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