

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : MAY - 2025
SEMESTER - I

Sub.: Business Research Methodology (MBA24-105)

Date : 29/05/2025

Total Marks : 60

Time: 2.00pm to 4.30pm

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

Q. 1. Write Short notes on (Any Three) (15)

1. Types of questions
2. Methods of Data Collection
3. Different Types of research
4. Research process in Research Methodology
5. Research Design

Q. 2. Answer in detail (Any One) (10)

1. What is research proposal? What are its contents?
2. Define Hypothesis. Write types of Hypothesis. Explain characteristics of good Hypothesis.

Q. 3. Answer in detail (Any One) (10)

1. What is Secondary data? What are the sources of secondary data collection?
2. Describe the role of Qualitative and Quantitative in research with the help of example.

Q. 4. Answer in detail (Any One) (10)

1. What is a questionnaire? What precautions to be taken by a researcher while framing a questionnaire?
2. What is interpretation of data? What are the various techniques of interpretation?

Q. 5. Case study (15)

In 2020 out of a total 2000 students in a college 1400 were for graduation & the rest for Post graduation. Out of 1400 graduate students 100 were girls. However in all there were 600 girls in the college. In 2022 number of graduate students increased to 1700, out of 250 were girls but the number of P.G. Students fell to 500 of which only 50 were boys. In 2023 out of 800 girls 650 were for graduation, whereas the total number of graduates was 2200. Then number of boys and girls in P.G. classes was equal.

Questions:

1. Represent the data in tabular form.
2. Calculate the % increased in number of graduate students.
3. Estimate the number of girl students.