

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: MAY - 2026
FOURTH SEMESTER

Sub: Research Methodology in Business (MCC-412)

Date: 8/05/2026

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. What is hypothesis? Explain the features of good hypothesis.
2. Explain in detail types of Research.
3. Define Primary Data. What are the techniques of Primary Data Collection?
4. What is Questionnaire? What precautions are to be taken by the researcher while framing Questionnaire?

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

1. What is interpretation of data? What are the techniques of interpretation?
2. What are the sampling techniques?
3. Define Primary Data. What are the techniques of Primary Data collection?
4. Difference between Social Survey and Social Research.

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

1. Types of Questions
 2. Social research
 3. Qualities of Good Report
 4. Editing
 5. Tabulation
 6. Characteristic of good sample
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