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MASTER OF COMMERCE (M.COM.)
EXAMINATION :MAY - 2016
FOURTH SEMESTER

Sub: Research Methodology in Business (MCC -402/MCC-412)

Date: 20/05/2016

Marks: 60

Time: 2.00 pm to 4.30 pm

Instructions:

- 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 and explain essential qualities of Research and Researcher.
2. State importance and limitations of Social Research.
3. Explain Research process in detail.
4. What is Hypothesis? What are the features of good Hypothesis?

Q.2 Answer the following. (Attempt any one) (08)

1. Explain types of sampling techniques.
2. What is Secondary data? What are the sources of Secondary data collection?
3. What is Interpretation of data? What are techniques of Interpretation?

Q.3 Write short notes. (Attempt any two) (10)

1. Significance of Research
2. Types of scales
3. Questionnaire
4. Tabulation

Q.4 Select the Correct Alternatives. (Attempt Any Ten) (10)

1. Identification of Research problem depends upon internal and ----- factors.

a) Source	b) Sampling
c) External	d) Previous
2. Research is a systematic method of finding solution to a ----- .

a) Sample	b) Questionnaire
c) Problem	d) Report
3. ----- research includes quantifying quality and everything.

a) Variable	b) Qualitative
c) Quantitative	d) Applied

4. Review of literature refers to -----.

a) Defining the problem	b) Formulating of hypothesis
c) Reviewing existing literature	d) Deciding scope and boundries of the problem
5. A ----- communicates methods and findings of research of others.

a) Research report	b) conclusions
c) Headings	d) Tabulation
6. When a survey covers all the units of a given universe, it is called as a ----- survey.

a) Sample	b) Population
c) Strategic	d) Inclusive
7. ----- is also called as source list

a) Research design	b) Sampling frame
c) Probability sampling	d) Sample size
8. ----- measurements indicate a difference values and enable us to rank them.

a) Ordinal	b) Nominal
c) Interval	d) Operational
9. ----- scale is widely used in survey research

a) Ordinal	b) Linkert
c) Judgemental	d) Nominal
10. ----- means careful scrutiny of all questionnaires

a) Sampling	b) Scaling
c) Editing	d) Tabulation
11. ----- is the process of summarizing data and displaying the same in compact form for further analysis.

a) Scaling	b) Interview
c) Tabulation	d)Editing
12. ----- is a statement capable of being tested and thereby verified or rejected

a) Report	b) Hypothesis
c) Design	d) Tabulation
