

TILAK MAHARASHTRA VIDYAPEETH

(Department of Distance Education)

M.Com. (II year) Home Assignment – May 2011-12

Subject: Research Methodology in Business

Subject Code:- MC-202

Instructions:

- 1) All questions carry equal marks (16 marks each)**
- 2) All questions are compulsory**

1. Define sample and sampling. Explain the advantages and limitations of sampling. What are different sampling techniques?
2. What is interpretation of data ? Explain in detail various techniques of interpretation of data.
3. Define primary data. What are various techniques of primary data collection? Explain it with its merits and demerits
4. What is a questionnaire? Explain the precautions to be taken by a researcher while framing a questionnaire.
5. Define research report. Discuss in detail steps in planning and organizing of a research report.
6. Explain the research process in detail. Define problem formulation. What are the various sources of research problem?