

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)

**BBA DEGREE EXAMINATION MAY 2024**  
(Fourth Semester)

Common to Branches- **BUSINESS ADMINISTRATION/ BUSINESS  
ADMINISTRATION(IS) / BUSINESS ADMINISTRATION(RM)**

**RESEARCH METHODS FOR MANAGEMENT**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks

(5 x 1 = 5)

- 1 Mention the first step of research is-----  
(i) Selecting a Problem                      (ii) Searching a Problem  
(iii) Finding a Problem                      (iv) Identifying a Problem
- 2 State the Research problem is selected from the stand point of -----  
(i) Researchers Interest                      (ii) Financial support  
(iii) Social relevance                      (iv) Availability of relevant literature
- 3 Which one is called non-probability sampling?  
(i) Quota sampling                      (ii) Cluster sampling  
(iii) Systematic sampling                      (iv) Stratified random sampling
- 4 Which of these distributions is used for a testing hypothesis?  
(i) Normal distribution                      (ii) Chi-Squared Distribution  
(iii) Gamma Distribution                      (iv) Poisson Distribution
- 5 If the report is always written in-----  
(i) Sequential manner                      (ii) Irregular manner  
(iii) Horizontal manner                      (iv) Data biased manner

**SECTION - B (15 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a) Bring out the main objectives of research.  
OR  
b) State the limitations of research.
- 7 a) Point out the research problems.  
OR  
b) Narrate the stages of literature review.
- 8 a) Describe the data collection techniques.  
OR  
b) Produce the four sources of error in measurement.

Cont...



- 9 a) Outline the stages of data analysis.  
OR  
b) Narrate the statistical software.
- 10 a) Bring out the technique for data interpretation.  
OR  
b) Describe the elements of report writing.

**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a) Discuss the different types of research.  
OR  
b) Examine the main criteria of good research.
- 12 a) Analyze the various types of hypothesis.  
OR  
b) Enumerate the process of research design.
- 13 a) Distinguish between probability and non-probability sampling methods.  
OR  
b) Elucidate the different classification for scaling techniques.
- 14 a) Discuss the processes of data analysis.  
OR  
b) Highlight the benefits of statistical software.
- 15 a) Discuss the various steps in report writing.  
OR  
b) Analyze the various types of Interpretation methods.

Z-Z-Z

END