

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

**BBA DEGREE EXAMINATION MAY 2025
(Fourth Semester)**

Common to Branches – **BUSINESS ADMINISTRATION/ BUSINESS ADMINISTRATION
(INFORMATION SYSTEM) / BUSINESS ADMINISTRATION
(RETAIL MANAGEMENT) / BUSINESS ADMINISTRATION (LOGISTICS)**

RESEARCH METHODS FOR MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	In order to pursue the research, which of the following is priorly required? (a) Developing a research design (b) Formulating a research question (c) Deciding about the data analysis procedure (d) Formulating a research hypothesis	K1	CO1
	2	The primary purpose of descriptive research is to (a) Describe the way things are (b) Predict the ways things will be based on the way things are (c) Identify relationships between variables (d) find cause and effect relationship	K2	CO1
2	3	What are the conditions in which Type-I error occurs? (a) The null hypotheses get accepted even if it is false (b) The null hypotheses get rejected even if it is true (c) Both the null hypotheses as well as alternative hypotheses are rejected (d) None of the above	K1	CO2
	4	Which of the following is the best definition of a research problem? (a) A general topic of interest (b) A specific issue, difficulty, or gap in knowledge to be addressed through research (c) A broad area of academic knowledge (d) A hypothesis to be tested	K2	CO2
3	5	Which sampling design gives every member of the population an equal chance of appearing in the sample? (a) area sampling (b) random sampling (c) quota sampling (d) stratified sampling	K1	CO3
	6	Which technique is generally followed when the population is finite? (a) Systematic Sampling Technique (b) Purposive Sampling Technique (c) Area Sampling Technique (d) None of the above	K2	CO3
4	7	Which of the following statistical software is most commonly used for data analysis and statistical modeling? (a) Photoshop (b) SPSS (c) AutoCAD (d) Word	K1	CO4
	8	Correlation measures the: (a) Cause and effect relationship between variables (b) Strength and direction of a linear relationship between two variables (c) Difference between two groups (d) Variance of a single variable	K2	CO4

Cont...

5	9	The first page of the research report is (a) Appendix (b) Bibliography (c) Index (d) Title Page	K1	CO5
	10	What type of chart is useful for comparing values over categories? (a) Pie Chart (b) Column Chart (c) Line Chart (d) Dot Graph	K2	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO																		
1	11.a.	Explain the objectives of research.	K4	CO1																		
		(OR)																				
	11.b.	State the significance of research in business decision-making:																				
2	12.a.	Explain the various types of hypothesis.	K5	CO2																		
		(OR)																				
	12.b.	Analyse how is research problem selected? Illustrate your answer with suitable examples.																				
3	13.a.	Compare questionnaire and interview schedule.	K4	CO3																		
		(OR)																				
	13.b.	Bring out the methods of primary data collection.																				
4	14.a.	Find the value of χ^2 for the following information:	K6	CO4																		
		<table><tr><th>Class</th><th>A</th><th>B</th><th>C</th><th>D</th><th>E</th></tr><tr><td>Observed Frequency</td><td>8</td><td>29</td><td>44</td><td>15</td><td>4</td></tr><tr><td>Expected Frequency</td><td>7</td><td>24</td><td>38</td><td>24</td><td>7</td></tr></table>			Class	A	B	C	D	E	Observed Frequency	8	29	44	15	4	Expected Frequency	7	24	38	24	7
		Class			A	B	C	D	E													
	Observed Frequency	8			29	44	15	4														
	Expected Frequency	7			24	38	24	7														
	(OR)																					
14.b.	A random sample of 10 boys has the following IQ's : 70, 120, 110, 101, 88, 83, 95, 98, 107, 100. Do these data support the assumption of a population mean of 100? (t at 5% level = 2.262)																					
5	15.a.	Explain the principles of report writing.	K5	CO5																		
		(OR)																				
	15.b.	Describe the steps in writing research report.																				

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

ALL questions carry EQUAL MARKS

Module No.	Question No.	Question	K Level	CO																								
1	16	Examine the stages involved in research process.	K4	CO1																								
2	17	Classify the steps in formulating a research problem	K5	CO2																								
3	18	Discuss about the various sampling techniques.	K5	CO3																								
4	19	<p>Set up ANOVA table for the following per hectare yield for three varieties of wheat, each grown in four plots: Per hectare yield (in hundred kgs.)</p> <table><tr><th>Plot of Land</th><th colspan="3">Variety of Wheat</th></tr><tr><td></td><th>A1</th><th>A2</th><th>A3</th></tr><tr><td>1</td><td>6</td><td>5</td><td>5</td></tr><tr><td>2</td><td>7</td><td>5</td><td>4</td></tr><tr><td>3</td><td>3</td><td>3</td><td>3</td></tr><tr><td>4</td><td>8</td><td>7</td><td>4</td></tr></table> <p>Also work out F-ratio and test whether there is significant difference among the average yields in the 3 varieties of wheat. (F at 5% level = 4.26).</p>	Plot of Land	Variety of Wheat				A1	A2	A3	1	6	5	5	2	7	5	4	3	3	3	3	4	8	7	4	K6	CO4
Plot of Land	Variety of Wheat																											
	A1	A2	A3																									
1	6	5	5																									
2	7	5	4																									
3	3	3	3																									
4	8	7	4																									
5	20	Identify the layout of a research report.	K4	CO5																								