

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025  
(Fourth Semester)

Branch – COMMERCE (ACCOUNTING & FINANCE)

**BUSINESS RESEARCH & ANALYTICS**

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	The first step of research is ----- (A) Selecting a problem (B) Searching a problem (C) Finding a problem (D) Identifying a problem	K1	CO1
	2	Research can be classified as ----- (A) Basic, Applied and Action Research (B) Philosophical, Historical, Survey and Experimental Research (C) Quantitative and Qualitative Research (D) All the above	K2	
2	3	Which technique is generally followed when the population is finite? (A) Area Sampling Technique (B) Purposive Sampling Technique (C) Systematic Sampling Technique (D) None of the above	K1	CO2
	4	Which one is called non-probability sampling? (A) Cluster sampling (B) Quota sampling (C) Systematic sampling (D) Stratified random sampling	K2	
3	5	Which of the following are known as the types of research data? (A) Organized data and unorganized data (B) Qualitative data and quantitative data (C) Processed data and unprocessed data (D) None of the above	K1	CO3
	6	Which of the following statements is true about the collection of data? (A) The data that is collected from the place of origin is known as primary data (B) The data that is collected from the place of origin is known as secondary data (C) The data that is collected from the place of origin is known as tertiary data (D) None of the above	K2	
4	7	To test null hypothesis, a researcher uses ---- (A) t test (B) ANOVA (C) $\chi^2$ (D) factorial analysis	K1	CO4
	8	Generalized conclusion on the basis of a sample is technically known as ----- (A) Data analysis and interpretation (B) Parameter inference (C) Statistical inference (D) All of the above	K2	
5	9	What is the full form of MLA in the context of citation style? (A) Method of Literary Analysis (B) Multi – Language Association (C) Media Language Association (D) Modern Language Association	K1	CO5
	10	Bibliography given in a research report ----- (A) shows vast knowledge of the researcher (B) helps those interested in further research (C) has no relevance to research (D) all the above	K2	

Cont...

**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.	Outline the various Objectives of Research.	K2	CO1																
		(OR)																		
	11.b.	Summarize the techniques involved in Drafting a problem.																		
2	12.a.	Identify - Why is research design important?	K3	CO2																
		(OR)																		
	12.b.	Choose the various steps involved in criteria for selecting sampling procedure.																		
3	13.a.	Examine the Merits and Demerits of observation method.	K4	CO3																
		(OR)																		
	13.b.	State the major difference between questionnaire and Schedule.																		
4	14.a.	Explain the procedure for testing Hypothesis.	K5	CO4																
		(OR)																		
	14.b.	The table given below shows the data obtained during outbreak of smallpox:																		
		<table><tr><td></td><td>Attacked</td><td>Not Attacked</td><td>Total</td></tr><tr><td>Vaccinated</td><td>31</td><td>469</td><td>500</td></tr><tr><td>Not Vaccinated</td><td>185</td><td>1315</td><td>1500</td></tr><tr><td>Total</td><td>216</td><td>1784</td><td>2000</td></tr></table>				Attacked	Not Attacked	Total	Vaccinated	31	469	500	Not Vaccinated	185	1315	1500	Total	216	1784	2000
					Attacked	Not Attacked	Total													
Vaccinated		31	469	500																
Not Vaccinated	185	1315	1500																	
Total	216	1784	2000																	
	Test the significance of vaccination in preventing the attack from smallpox. Test your result with the help of chi-square at 5 per cent level of significance.																			
5	15.a.	Determine the different steps in writing Report.	K6	CO5																
		(OR)																		
	15.b.	Elaborate the Precautions for writing research report.																		

**SECTION - C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

ALL questions carry EQUAL Marks (5 × 16 = 80)

Module No.	Question No.	Question	K Level	CO																								
1	16	Classify the various Types of Research.	K4	CO1																								
2	17	Determine the various types of Sampling.	K5	CO2																								
3	18	Assess the different methods of collecting Secondary Data.	K5	CO3																								
4	19	Set up analysis of variance table for the following two-way design results: Per Acre Production Data of Wheat (in metric tonnes)	K6	CO4																								
		<table border="1"> <thead> <tr> <th>Varieties of seeds</th> <th>A</th> <th>B</th> <th>C</th> </tr> </thead> <tbody> <tr> <td>Varieties of Fertilizers</td> <td></td> <td></td> <td></td> </tr> <tr> <td>W</td> <td>6</td> <td>5</td> <td>5</td> </tr> <tr> <td>X</td> <td>7</td> <td>5</td> <td>4</td> </tr> <tr> <td>Y</td> <td>3</td> <td>3</td> <td>3</td> </tr> <tr> <td>Z</td> <td>8</td> <td>7</td> <td>4</td> </tr> </tbody> </table>			Varieties of seeds	A	B	C	Varieties of Fertilizers				W	6	5	5	X	7	5	4	Y	3	3	3	Z	8	7	4
		Varieties of seeds			A	B	C																					
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		W			6	5	5																					
		X			7	5	4																					
		Y			3	3	3																					
Z	8	7	4																									
Also state whether variety differences are significant at 5% level.																												
5	20	Discuss the Mechanics of Writing a Research Report.	K6	CO5																								

Z-Z-Z

END