

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2025
(Sixth Semester)

Branch – COMMERCE (BUSINESS ANALYTICS)

RESEARCH METHODS FOR BUSINESS ANALYTICS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 What is the first step in research process?
(i) Data collection (ii) Literature survey
(iii) Identifying research process (iv) Hypothesis formulation
- 2 Find out the case study is an example of which type of research design
(i) Experimental (ii) Correlational
(iii) Exploratory (iv) qualitative
- 3 Which of the following is a probability sampling method
(i) Convenience sampling (ii) Quota sampling
(iii) Stratified sampling (iv) Snow ball sampling
- 4 T test is used to compare the
(i) variance of two groups (ii) medians of two groups
(iii) means of two groups (iv) None of the above
- 5 Which report is used to for presenting scientific research findings?
(i) Progress report (ii) Business report
(iii) Technical report (iv) Financial report

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Discuss the objectives of research.
OR
b Explain the significance of research.
- 7 a Outline the important concept relating to research design.
OR
b Sketch the features of good research design
- 8 a state the criteria for selecting the sampling methods.
OR
b Explain – Census and survey methods in research .
- 9 a Outline the importance of Correlation in simple research
OR
b Explain the term measures of central tendency.

Cont...

- 10 a Bring out the characteristics features of good research report
OR
b Narrate the functions of research report.

SECTION -C (30 Marks)
Answer any Three questions
ALL questions carry EQUAL Marks (3 x 10 = 30)

- 11 Enumerate the process of good research.
12 Describe the significance of review of literature in research design.
13 Discuss various steps in sampling design .
14 Apply T,F, Z tests with suitable example.
15 Discuss the types of reports.

Z-Z-Z

END