

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022
(Fourth Semester)

Common to Branches – BUSINESS ADMINISTRATION / BUSINESS
ADMINISTRATION (INFORMATION SYSTEMS) / BUSINESS
ADMINISTRATION (RETAIL MANAGEMENT)

RESEARCH METHODS FOR MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 Statistics are _____.
(i) Numerically expressed (ii) aggregates of facts
(iii) Both a& b (iv) None of the above
- 2 Which of the following is the first step in starting the research process?
(i) Searching sources of information to locate problem
(ii) Survey of related literature
(iii) Identification of problem
(iv) Searching for solutions to the problem
- 3 “There is no relationship between higher motivation level and higher efficiency” is an example of which type of hypothesis?
(i) Alternative (ii) Null
(iii) Co relational (iv) Research
- 4 _____ is the determination of the plan for conducting the research and as such it involves the specification of approaches and procedures.
(i) Strategy (ii) Research Design
(iii) Hypothesis (iv) Deductive
- 5 _____ is a Probability Sampling.
(i) Convenience Sampling (ii) Quota Sampling
(iii) Judgment Sampling (iv) Random Sampling
- 6 The lower level of the ordered scale is _____.
(i) Nominal scale (ii) ordinal scale
(iii) Internal scale (iv) none of the above
- 7 The Data collected for the first time is termed as _____.
(i) Secondary data (ii) Primary data
(iii) Interval data (iv) Ordinal data
- 8 _____ is the summarization of results in the form.
(i) Tabulation (ii) editing
(iii) card (iv) rating
- 9 The detailed presentation of the finding is included in _____.
(i) Technical report (ii) popular report
(iii) Oral presentation (iv) Written report
- 10 A formal document that presents the research objectives, design of achieving these objectives, and the expected outcomes/deliverables of the study is called
(i) Research design (ii) Research proposal
(iii) Research hypothesis (iv) Research report

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SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Narrate the various objectives of research.
OR
b State the different characteristics of Good Research.
- 12 a Explain the ways of defining a research problem.
OR
b Narrate the various characteristics of good research design.
- 13 a State the various essentials of a good sample.
OR
b Explain the itemized rating scale in detail.
- 14 a Narrate the data processing methods in detail.
OR
b Outline about statistical software packages.
- 15 a Describe the various methods of writing Interpretation.
OR
b State the various precautions to be followed in writing a research report.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Discuss the various steps in research process.
- 17 Explain in detail the procedure for hypothesis testing.
- 18 Explain the various types of research design.
- 19 Discuss the various methods of data collection.
- 20 Examine the mechanics of writing a research report.

Z-Z-Z

END