PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2025
(Fourth Semester)

Common to Branches –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	Applied research is also called as _____ (a)Participatory research (b) Theoretical research (c) Evaluation research (d) practical research	K1	CO1
	2	What is the primary objective of research? (a) To summarize existing facts (b) To discover new facts or interpret existing knowledge (c) To provide opinions on social issues (d) To compile data from various sources	K2	CO1
2	3	A good research problem should be: (a) Broad and vague (b) Easily solvable without extensive research (c) Specific, clear, and researchable (d) Impossible to solve	K1	CO2
	4	The alternative hypothesis (H_1) represents: (a) No relationship between variables (b) The opposite of the null hypothesis (c) The hypothesis that the researcher tries to reject (d) A hypothesis that is always accepted	K2	CO2
3	5	Open-ended questions provide primarily _____ (a) Confirmatory data (b) Qualitative data (c)Predictive data (d) past data	K1	CO3
	6	Which of the following is not likely to be used to stratify a sample for a study investigating the use of a computerized algebra program? (a) Gender (b) Ethnicity (c) Socio-economic status (d) Number of siblings in the home	K2	CO3
4	7	ANOVA is_____ (a) A government body which collects social statistics (b) The name of statistical software packages (c) A one-way analysis of variance (d) A two-way analysis of variance.	K1	CO4
	8	Which test is the part of the parametric test? (a) Sign Test (b) Run Test for Randomness (c)Kruskal-Willis Test (d) z-test	K2	CO4
5	9	Histogram is _____ (a) A graph depicts data of two magnitudes according to the period (b) A graph depicts more than two magnitudes for a given period of time (c) A technique used for plotting a time series on the graph paper (d) A Higher order table	K1	CO5
	10	A comprehensive full Report of the research process is called _____ (a) Thesis (b) Summary Report (c) Abstract (d) Article	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.	List out the importance of research.	K4	CO1
		(OR)		
	11.b.	Examine the criteria of good research.		
2	12.a.	Explain the features of good research design.	K5	CO2
		(OR)		
	12.b.	Evaluate the advantages of review of literature.		
3	13.a.	Distinguish between primary data and secondary data.	K4	CO3
		(OR)		
	13.b.	Discuss about the various steps in sampling design.		
4	14.a.	The heights of 10 males of a given locality are found to be 175, 168, 155, 170, 152, 170, 175, 160, and 165 cms. Based on this sample of 10 items test the hypothesis that the height of males is 170 cms. (t at 5% level = 2.76)	K6	CO4
		(OR)		
	14.b.	The following table gives age (X) in years of cars and annual maintenance cost Y (in hundred rupees) $\begin{array}{c\|c\|c\|c\|c\|c} X & : & 1 & 3 & 5 & 7 & 9 \\ Y & : & 15 & 18 & 21 & 23 & 22 \end{array}$ Estimate the maintenance cost for a 4 – year old car after finding the regression equations.		
5	15.a.	Explain the types of the reports.	K5	CO5
		(OR)		
	15.b.	Critically evaluate the techniques for writing the interpretation of your research		

SECTION -C (30 Marks)
Answer **ANY THREE** questions
ALL questions carry **EQUAL** Marks   (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the various types of the research.	K6	CO1
2	17	Evaluate the procedure for hypothesis testing.	K5	CO2
3	18	Explain the types of scaling techniques.	K5	CO3
4	19	Examine the applications of SPSS.	K4	CO4
5	20	Analyze the mechanics involved in writing a research report	K4	CO5

Z-Z-Z   END