

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(Fourth Semester)

Common to Branches – BUSINESS ADMINISTRATION/
BUSINESS ADMINISTRATION (IS)/BUSINESS ADMINISTRATION (RM) &
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)

Question No.	Question	K Level	CO
1	Who defined research as “systematic effort to gain new knowledge”? a) Martin Albrow b) Eric Anderson c) L.V. Redman and A.V.H. Morry d) Barry Barnes	K1	CO1
2	The first and most significant step in the research process is to formulate a _____ a) Hypothesis b) Research objectives c) Concepts d) Research problem	K2	CO1
3	Research design means a) Brief analysis of the findings b) Systematic strategy to conduct a research project c) Helping to choose sampling method d) Selecting appropriate method of data collection	K1	CO2
4	Which of the following research design mainly focuses on describing the factors responsible for the problematic situation? a) Diagnostic research design b) Historical design c) Exploratory design d) Descriptive design	K2	CO2
5	Purposive Sampling is also known a) Convenience sampling b) Simple random sampling c) Judgmental sampling d) Cluster sampling	K1	CO3
6	_____ is a method of selecting a sample by subdividing it into a homogeneous class from population. a) Simple random sampling b) Stratified sampling c) Area sampling d) Cluster sampling	K2	CO3
7	Which of the following data source consider as an original data source and obtained by the researcher directly? a) Primary data source b) Secondary data Source c) Tertiary data source d) Journal Articles	K1	CO4
8	A scale which arranges brands in an ordered sequence in equal interval between each point on the scale is an example of _____ a) Interval Scale b) Ratio Scale c) Nominal Scale d) Ordinal Scale	K2	CO4
9	Which of the following statistical test is used to determine if there is a significant relationship between two variables? a) Chi-square b) ANNOVA c) Co-relation Coefficient d) t-test	K1	CO5
10	The first page of the research report is _____ a) Appendix b) Bibliography c) Index d) Title Page	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Define Research. Explain its Concepts and Objectives.	K3	CO1
	(OR)		
11.b.	Determine the Source of Research Problem.		
12.a.	Enumerate the Types of Research Design.	K4	CO2
	(OR)		
12.b.	Inspect the Need of Research Design.		
13.a.	List out the Types of Sampling Designs.	K4	CO3
	(OR)		
13.b.	Distinguish between Sampling and Census with example.		
14.a.	Explain the Different Methods for Data Collection.	K3	CO4
	(OR)		
14.b.	Explain -T-Test with Example.		
15.a.	Write the Meaning and Techniques of Interpretation.	K3	CO5
	(OR)		
15.b.	Elaborate the Layout of Research Report along with its Types.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16	Elaborate the Types of Research.	K6	CO1
17	List the Features of Good Research Design.	K3	CO2
18	Explain the Types of Sampling along with Advantages and Disadvantages.	K4	CO3
19	Illustrate ANOVA with neat example.	K4	CO4
20	Inference the Precautions in Writing Report.	K3	CO5

Z-Z-Z

END