

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2026
(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	Which of the following is first step of research? (a) Selecting a problem (b) Searching a problem (c) Finding a problem (d) Identifying a problem	K1	CO1
	2	Research can be broadly classified into ____ (a) Basic and Applied Research (b) Theoretical and Practical Research (c) Primary and Secondary Research (d) Field and Laboratory Research	K2	CO1
2	3	What is the purpose of research design? (a) To get the result (b) To write the thesis (c) To publish papers (d) To provide a clear plan for conducting research	K1	CO2
	4	Which sampling method is best suited for exploratory research? (a) Random Sampling (b) Purposive sampling (c) Stratified sampling (d) Systematic sampling	K2	CO2
3	5	Which method of primary data collection is most suitable for illiterate respondents? (a) Mail questionnaire (b) Online survey (c) Personal Interview (d) Telephone interview	K1	CO2
	6	Data preparation begins with ____ (a) Data coding (b) Data entry (c) Data editing (d) Data analysis	K2	CO2
4	7	A null hypothesis is ____ (a) When there is no difference between the variables (b) The same as research hypothesis (c) Subjective in nature (d) When there is difference between the variables	K1	CO3
	8	Which technique is generally followed when the population is finite? (a) Area Sampling Technique (b) Purposive Sampling Technique (c) Systematic Sampling Technique (d) Quota Sampling Technique	K2	CO3
5	9	Generalized conclusion on the basis of a sample is technically known as ____ (a) Data analysis and interpretation (b) Parameter inference (c) Statistical inference (d) Research report	K2	CO3
	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) To identify the problem	K1	CO3

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.	Describe the types of research	K3	CO1									
	(OR)												
	11.b.	Examine the steps of the research process											
2	12.a.	Discuss the features of a good research design	K3	CO2									
	(OR)												
	12.b.	State the characteristics of a good sample design											
3	13.a.	Compare questionnaire and schedule	K3	CO2									
	(OR)												
	13.b.	Discover the methods of collection of secondary data.											
4	14.a.	A sample of 400 male students is found to have a mean height 67.47 inches. Can it be reasonably regarded as a sample from a large population with mean height 67.39 inches and standard deviation 1.30 inches? Test at 5% level of significance.	K4	CO3									
	(OR)												
	14.b.	A company keeps records of accidents. During a recent safety review, a random sample of 60 accidents was selected and classified by the day of the week on which they occurred. <table><tr><td>Day</td><td>Mon</td><td>Tue</td><td>Wed</td><td>Thu</td><td>Fri</td></tr><tr><td>No. of Accidents</td><td>8</td><td>12</td><td>9</td><td>14</td><td>17</td></tr></table> Test whether there is any evidence that accidents are more likely on some days than others.			Day	Mon	Tue	Wed	Thu	Fri	No. of Accidents	8	12
Day	Mon	Tue	Wed	Thu	Fri								
No. of Accidents	8	12	9	14	17								
5	15.a.	Portray the significance of report writing.	K4	CO3									
	(OR)												
	15.b.	Explain the differences between reference and bibliography.											

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	Enumerate the techniques involved in defining a research problem.	K3	CO2																								
2	17	Identify the various methods of research design	K3	CO2																								
3	18	Elucidate the selection of appropriate method for data collection.	K3	CO3																								
4	19	There are three main brands of a certain powder. A set of 120 sample values is examined and found to be allocated among four groups (A,B,C and D) and three brands (I, II, III) as shown here under. <table border="1"> <tr> <th rowspan="2">Brands</th><th colspan="4">Groups</th></tr> <tr> <th>A</th><th>B</th><th>C</th><th>D</th></tr> <tr> <td>I</td><td>0</td><td>4</td><td>8</td><td>15</td></tr> <tr> <td>II</td><td>5</td><td>8</td><td>13</td><td>6</td></tr> <tr> <td>III</td><td>18</td><td>19</td><td>11</td><td>13</td></tr> </table> Is there any significant difference in brands preference? Answer at 5% level, using one-way ANOVA.	Brands	Groups				A	B	C	D	I	0	4	8	15	II	5	8	13	6	III	18	19	11	13	K4	CO3
Brands	Groups																											
	A	B	C	D																								
I	0	4	8	15																								
II	5	8	13	6																								
III	18	19	11	13																								
5	20	Analyze the precautions are required while preparing a report.	K4	3																								

Z-Z-Z

END