

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2026
(Sixth Semester)

Branch – **COMMERCE (BUSINESS ANALYTICS)**

RESEARCH METHODS FOR BUSINESS 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	Good research should be (i) Biased and subjective (ii) Systematic and objective (iii) Vague and unstructured (iv) Based on assumptions	K1	CO1
	2	Applied research is primarily aimed at (i) Solve practical problems (ii) Expanding theoretical knowledge (iii) Collecting data randomly (iv) Writing essays	K2	CO1
2	3	The first step in the research process is (i) Data collection (ii) Hypothesis testing (iii) Defining the research problem (iv) Report writing	K1	CO1
	4	Literature review helps in (i) Avoiding duplication of research (ii) Increasing plagiarism (iii) Reducing reliability (iv) Ignoring theories	K2	CO1
3	5	A sample that gives every member of the population an equal chance of selection is called (i) Systematic sampling (ii) Cluster sampling (iii) Simple random sampling (iv) Snowball sampling	K1	CO2
	6	What is the main purpose of identifying sources of error in measurement? (i) To reduce bias and improve reliability (ii) To increase sample size (iii) To classify scales (iv) To select a sampling method	K2	CO2
4	7	Which of the following is a measure of central tendency? (i) Variance (ii) Mean (iii) Range (iv) Standard deviation	K1	CO3
	8	A positively skewed distribution has (i) Long left tail (ii) Long right tail (iii) No tail (iv) Symmetrical shape	K2	CO3
5	9	The main body of a research report usually contains (i) Appendix only (ii) Acknowledgement (iii) References only (iv) Introduction, methodology, analysis, findings	K1	CO4
	10	Footnotes and endnotes are used for (i) Decoration (ii) Data analysis (iii) Additional explanations and references (iv) Sampling	K2	CO4

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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 significance of research.	K3	CO1
		(OR)		
	11.b.	Enumerate the key elements necessary to carry out effective research.		
2	12.a.	Discuss the role of a literature review in highlighting research gaps.	K2	CO1
		(OR)		
	12.b.	Define research design and discuss its purpose.		
3	13.a.	Discuss the importance of selecting an appropriate sampling method in research.	K3	CO2
		(OR)		
	13.b.	Explain the different types of measurement scales used in research.		
4	14.a.	Explain the concept of a simple linear regression model using R.	K4	CO3
		(OR)		
	14.b.	State and explain the assumptions of the Chi-square test using R.		
5	15.a.	Illustrate the importance of research reports with examples.	K4	CO4
		(OR)		
	15.b.	Describe the role of proper formatting, references, and citations in a research report.		

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 differences between qualitative and quantitative research methods, and analyze the strengths and limitations.	K4	CO1
2	17	Identify and describe the factors influencing the feasibility and importance of a research problem.	K4	CO1
3	18	Describe the important scaling techniques used in research.	K4	CO2
4	19	Analyze the concept of skewness and differentiate between its types with suitable diagrams in R.	K4	CO3
5	20	Analyze a research report and point out errors in formatting and mechanics.	K4	CO4

Z-Z-Z

END