

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2018  
(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 (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 2 = 20)

- 1 What is meant by Research Methodology?
- 2 State the two major objectives of research.
- 3 What is a research problem?
- 4 Explain : Hypothesis.
- 5 What do you mean by Research Design?
- 6 What do you understand by Scaling?
- 7 Define : Data.
- 8 What are the sources of data collection?
- 9 Market Research – Explain.
- 10 What is sales control research?

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a What are the objectives of research?  
OR
- b Describe the criteria of a Good Research.
- 12 a Narrate the points to be considered in a research problem.  
OR
- b Mention the steps in hypothesis testing.
- 13 a What are the steps in sampling design?  
OR
- b Write the features of sound measurement.
- 14 a Briefly explain the types of Reports.  
OR
- b Explain the steps involved in construction of a Questionnaire.
- 15 a Write down the features of good marketing research.  
OR
- b Define : Advertising Research.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Enumerate major types of Research.
- 17 Explain about Type I & Type II errors of hypothesis testing.
- 18 Elucidate the various scaling techniques.
- 19 Describe in detail the contents of a Research Report.
- 20 Discuss the nature and techniques of Marketing Research.