SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.
M.A. END SEMESTER EXAMINATIONS APRIL - 2022
SEMESTER - II
20PHRCT2006 - Research Methods

Total Duration : 3 Hrs.   **Total Marks : 60**

Section A

Answer any **SIX** questions $(6 \times 5 = 30$ Marks$)$

1. How would you define business research? What are the major components of a good research study? Illustrate with an example.

2. "Hypothesis are the guiding force in any research study". Justify and explain.

3. Write the difference between Exploratory and descriptive research designs.

4. What is sampling? Discuss the different sampling methods.

5. What are the qualities of good research?

6. Briefly explain the concepts of reliability and validity.

7. What are non-parametric tests and explain its advantages?

8. Write the importance of report writing.

Section B

Part A

Answer any **TWO** questions $(2 \times 10 = 20$ Marks$)$

9. Faced with increased absenteeism and low productivity, your HR manager proposes that a job satisfaction study across the level is required in the company. What do you think of this research question? Do you think such a study would help the manager in resolving his dilemma? Explain.

10. How has the use of SPSS become very handy for modern researchers today?

11. What is ANOVA? What are the assumptions of the technique? Give a few examples where the technique could be used.

12. Outline briefly the procedure for testing the significance of the slope coefficient in a regression analysis.

Part B

Compulsory question $(1 \times 10 = 10$ Marks$)$

13. What are the guidelines for effective report writing? Illustrate with a suitable example.

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