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. (HRM) END SEMESTER EXAMINATIONS NOVEMBER - 2023
SEMESTER - II
20PHRCT2006 - Research Methods

Total Duration : 2 Hrs. 30 Mins.　　　　　　　　　　　　Total Marks : 60

Section B

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

1. Why is it important to define research problems appropriately?

2. List and discuss the advantages of the observation method of data collection.

3. Describe the sampling design process with an example.

4. Define the appropriate target population and the sampling frame in which the manufacturer of a new cereal brand wants to conduct product usage tests in India.

5. Explain the essentials of a good questionnaire for data collection.

6. Why is tabulation considered essential in a research study?

7. Explain the terms arithmetic mean, median, and mode.

8. Explain the layout of the research report.

Section C

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

9. Briefly state the steps involved in the process of research.

10. Discuss different types of sampling techniques with the help of suitable examples.

11. Differentiate between bivariate analysis and multivariate analysis.

12. Explain the different types of research.

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

13. Explain the steps to construct a questionnaire for data collection of a new cereal brand that wants to conduct product usage tests in India.

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