

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 - NOV'2024

SEMESTER - II

22PHRCT2006 - Research Methods & SPSS

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Explain the difference between basic and applied research.
2. Explain ethical issues in business with some examples.
3. Errors are inevitable, as such classify the common errors in survey research, and how can they be minimized.
4. Describe the basic types of sampling designs used in research studies.
5. Explain the significance of Mean, Median, and Mode in descriptive statistics using SPSS.
6. Compare the use of T-test and chi-square test in hypothesis testing. Under what circumstances would each be applied.
7. Explain the importance of rank analysis in research studies and how it can be computed using SPSS.
8. Explain the significance of report writing.

Section C

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

9. Illustrate on theory building its goals and meaning.
10. Classify Business Research.
11. Examine the concept of correlation and regression analysis in SPSS. How are these techniques different, and when would each be appropriately used? Illustrate with examples.
12. Contrast on the layout of the research report.

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

13. Discuss the importance of reliability and validity in research measurement. How can a researcher ensure that a measurement tool is both reliable and valid?
