

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 - APRIL 2025

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. Define Research and explain its nature briefly.
2. Explain the importance of a bibliography in research writing.
3. Classify basic and applied research. Give suitable examples for each.
4. Describe the key factors influencing sample size determination?
5. Explain mean, median, and mode and explain their significance.
6. Classify primary data and secondary data with examples.
7. Explain the key components of a research report structure.
8. Compare and contrast univariate, bivariate, and multivariate analysis

Section C

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

9. Describe the Various Sampling Techniques used in research.
10. Analyse the advantages and limitations of using questionnaires as a data collection tool.
11. Differentiate between correlation and regression.
12. Illustrate the steps involved in writing an effective research report.

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

13. Examine the importance of research in managerial decision-making and provide examples where research findings influenced business strategies.
