

Roll.No.

22PHRCT2006

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 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. Explain the importance of formulating a research hypothesis.
2. Explain the differences between exploratory and descriptive research designs using examples.
3. Discuss the advantages of stratified random sampling technique.
4. Explain the importance of an executive summary in a research report.
5. Describe the essential steps in constructing a good questionnaire.
6. Compute Mean, Median and Mode for the following ungrouped data:
[12, 15, 18, 20, 20, 22, 25, 30].
7. Explain the role of primary and secondary data in business research.
8. Compare parametric and non-parametric tests with suitable examples.

Section C

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

9. Explain the stages of the research process with suitable illustrations.
10. Prepare a detailed structure for a research report on 'The Impact of Social Media on Academic Performance of College Students', including all major components.
11. Distinguish probability and non-probability sampling methods.
12. Construct a well-designed questionnaire for studying consumer preferences for online shopping. Justify your design.

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

13. Critically examine the applications of chi-square test and ANOVA in research.
