Reg. No. : ....

Name : ....

First Semester M.A. (Human Resource Management) Degree Examination, February 2019
HRM 2.1.5 : RESEARCH AND STATISTICS FOR MANAGEMENT
(2018 Admn.)

Time : 3 Hours

Max. Marks : 75

PART – I

Answer **all** questions. **Each** answer not to exceed **50** words. **All** questions carry **equal** marks.

1. What do you mean by systematic sampling ?

2. Distinguish between Exploratory and descriptive research design.

3. Define Chi square statistics.

4. Write a short note on Ethnography and participant observation.

5. Explain the objectives of social research.

6. What is analysis of variance ?

7. Distinguish between sample and census.

8. Discuss the basic objectives behind writing a research report.

9. Define measurement. What are the four types of measurement scales.

10. What are the advantages of non-parametric tests ?   **(10×2=20 Marks)**

PART – II

Answer **any five** questions. **Each** answer **not** to exceed **500** words. **All** questions carry **equal** marks.

11. Explain the procedure of testing of hypothesis.

12. What are the various stages involved in a personal interview method ?

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13. What are focus group discussion ? Under what circumstances should they be used ?

14. Explain the meaning and assumption of conducting analysis of variance.

15. What are the qualities of a good questionnaire ?

16. What is case study ? What are the advantages and limitations of case study ?

17. Differentiate between the stratified random sampling and systematic sampling.

18. Explain the benefits and drawbacks of secondary data. **(5×5=25 Marks)**

PART – III

Answer **any two** questions. **Each** answer **not** to exceed **1200** words. **All** questions carry **equal** marks.

19. Explain the advantages and disadvantages of online focus groups and personal interviews compared to face-to-face interviews in qualitative research.

20. If correlation coefficient between two variables is Zero, does it mean that the variables are independent ? Explain.

21. What do you mean by measurement ? Explain the most widely used classification of measurement scales with examples.

22. What is research ? Prepare a research proposal to study the online buying behaviour of youngsters. **(2×15=30 Marks)**

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