

24804384



Reg. No.....

Name.....

M.A. (H.R.M.) / M.H.R.M. DEGREE EXAMINATION, SEPTEMBER 2024

Third Semester

CC 17—RESEARCH METHODOLOGY

(2023 Admissions – Regular / 2020-22 Admissions – Supplementary / 2019 Admissions –
First Mercy Chance / 2018 Admissions – Second Mercy Chance)

Time : Three Hours

Maximum : 60 Marks

Section A

*Answer any **five** questions.
Each question carries 3 marks.*

1. Define the Pilot survey.
2. How research findings can directly benefit a business ?
3. When is a survey design particularly useful in collecting data ?
4. Define the Types of Observation.
5. What is an Informal experimental design ?
6. Write short notes on validation of data.
7. Write a Uses of Reporting in Research.

(5 × 3 = 15)

Section B

*Answer any **three** questions.
Each question carries 10 marks.*

8. Explain the Nature & Scope of Research.
9. Describe the Features of a Good Design.
10. Discuss the Primary & Secondary Sources
11. Mentioned the use of Statistical Software in Business Research.
12. Explore the Different types of reports.

(3 × 10 = 30)





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Section C

*Answer any **one** question.
The question carries 15 marks.*

13. Explain the Likert scale as a commonly used method for measuring attitudes. Describe how Likert scales are constructed, and discuss the advantages and limitations of using them in attitude measurement.
14. In the context of oral presentations of reports, describe the key elements of an effective presentation, Provide examples to illustrate how these elements can enhance the impact of a presentation.

(1 × 15 = 15)

