

Q6) Explain

a) Evolution of Reliability & Objective

\* OBJECTIVE:

In Business, an objective refers to the specific steps a company will take to achieve a desired result. The result is the goal. Hence the term 'goals and objectives'. In other words, my goal is what I want to become, while my objectives is how I plan to get there.

\* Reliability:-

The ability of an apparatus, machine or system to consistently perform its intended or required function or mission on demand and without degradation or failure.

## \* Factor affecting Reliability

Reliability is not a property of only the measurement tool; it is also the property of the result of the measurement tool. So these factors must be taken into account at the stage of construction of a scale and at the stage of application. Some factors affecting the reliability are as follows:

- \* The length of the scale
- \* The expression of the items in the scale
  - Insufficiency
  - Misunderstanding
  - Biasness
- \* Homogeneity or Homogeneity of the group
- \* The Duration of the scale
- \* Objectivity of Scoring
- \* The Conditions in Making a Measurement
- \* The Explanation of the scale
- \* The Characteristic of the items of the scale
- \* Difficulty of the scale
- \* The Differences arising from the Reliability Estimation Method