POST GRADUATE DIPLOMA IN TEACHING
AND RESEARCH IN MANAGEMENT

Term-End Examination
June, 2012
PGDTRM-03 : MANAGEMENT RESEARCH - I

Time : 3 hours                  Maximum Marks : 100

Note :  (i)    There are two Sections A and B.
           (ii)  Attempt any three questions from Section-A, each
carrying 20 marks.
           (iii) Section-B is compulsory and carries 40 marks.

SECTION - A                 3x20=60

1. What is research report? Why it is significant? Which are the statistical tools and techniques in analyzing data?

2. What are the different methods of data collection in a case research? What is the distinction between case studies and statistical studies?

3. What do you understand by the terms exploratory research, descriptive research and casual research?
4. What is the meaning and importance of multidisciplinary approach to management research? Why it is needed?

5. Business values and methods are more tangible and "product oriented". Comment. Also make a comparison of concerns of business and education stream.
6. You are a business researcher working for a sponsor under a project. Which studies about Television viewing habits of adolescents? Formulate a code of ethics as a checklist which you expect to incorporate at various stages of the research process? The code must cover all possible injury to the various stakeholders of the research that you propose to do.