POST GRADUATE DIPLOMA IN TEACHING AND RESEARCH IN MANAGEMENT (PGDTRM)

Term-End Examination

June, 2012

PGDTRM-04 : MANAGEMENT RESEARCH-II

Time : 3 hours
Maximum Marks : 100
Weightage : 70%

Note : Answer any four questions. All questions carry equal marks.

1. (a) Discuss the merits and demerits of interview as a primary data collection method.

   (b) What special problems do open ended questions have? How can these be minimised?

2. (a) What is a survey? What are errors in sample survey? How can they be controlled?

   (b) Write notes on:
   • Test - Retest Reliability
   • Inter - Item Reliability
   • Inter - Observer Reliability
3. (a) Distinguish between probability sampling techniques and non probability sampling techniques. Describe the different methods available in each.

(b) What are measures of central tendency? Mention their relative advantages and disadvantages.

4. (a) Define hypothesis. Describe the general procedure of hypothesis testing. How do you decide on the selection of an appropriate test statistic?

(b) What do you understand by product moment correlation coefficient? Does a product moment correlation of zero between two variables imply that the variables are not related to each other?

5. (a) What do you know about cluster membership? Discuss the uses of cluster analysis in marketing.

(b) Distinguish between technical report and management report. What are the important steps in formatting and organising a research report.
6. (a) Discuss some common mistakes that researchers may make in writing qualitative reports. Also suggest corrective measures.

(b) Examine how research can influence the performance of organizations. Do you think that corporates utilize academic research outcomes?