

**Post Graduate Diploma  
in  
Teaching and Research in Management**

**Assignments  
for  
January, 2014 Session**

**Last date for submission: 31<sup>st</sup> March, 2014**

Course Title: Management Research-1  
Course Code: PGDTRM-03



**School of Management Studies  
&  
IGNOU Regional Centre, Cochin**

**IGNOU  
Maidan Garhi  
New Delhi-110 068**

## INSTRUCTIONS REGARDING SUBMISSION OF ASSIGNMENTS

As part of the PGDTRM Programme, a student has to complete one Tutor Marked Assignment (TMA) each, in all the eight courses.

Assignments carry 30% weightage in the continuous evaluation process of a course. The term-end examinations carry 70% weightage.

Students are required to complete the assignments to make themselves eligible to appear for the term-end examinations. Students are, therefore, advised to take assignments seriously and submit them within the stipulated time.

The assignments will be evaluated by the counselors at the study centre and the respective weightage obtained will be added to the weightage obtained in the term-end examination.

## **INSTRUCTIONS FOR TUTOR MARKED ASSIGNMENTS**

- 1) Students who take admission in the July session of the PGDTRM should attempt the assignments of July session. In case a student fails to submit his/her assignments before the due date for submission of assignments of July session, he/she will be required to attempt the set of fresh assignments issued in the subsequent July session. (For e.g. if a student of July 2010 session fails to submit his/her assignments before 31<sup>st</sup> October 2009, he/she will have to attempt the fresh assignments of the next July session).
- 2) Your assignment should be complete in all respects. Kindly make sure that you have answered all the questions. Incomplete assignments will result in poor grades.
- 3) You are advised not to copy from the study material, web sources or from the assignment sheets of other students. If copying from any source is noticed, the assignments of such students will be summarily rejected. As far as possible, students may write the answers and explanations in their own words.
- 4) ***Kindly note the following points regarding the format of the assignment.*** Students are required to strictly follow the instructions given below regarding the format.
  - **Assignments should be hand written; typed assignments will be rejected.** Assignments may be written only on ordinary A4 size paper which is neither too thick nor too thin.
  - Leave 2 cm margin on the left and 1 cm on all other sides and at least 4 lines after each answer in an assignment. This will enable your counselor to write useful comments in appropriate places. Write question number for each answer.
  - The enrolment number, name, full address and date of dispatch/submission of the assignment should be written at the top right-hand corner of the first page of your answer sheet.
  - The programme title, course title, assignment code, study centre (code) and place of the study centre should be written on the left-hand corner of the first page of your answer sheet.

- The format of the top portion of the first page of your answer sheet for each assignment should be as follows:

Programme Title .....	Enrolment No. ....
Course Code & Title.....	Name:.....
Assignment Code .....	Address:.....
Study Centre: .....	
Study Centre (Code): .....	Date:.....

The assignments should be submitted only to the coordinator/programme in-charge of the study centre.

The coordinator of your study centre will return to you the evaluated assignments along with a copy of assessment sheet containing the comments of the evaluator on your performance. This will enable you to improve in your future assignments as well as in the term-end examinations.

# PGDTRM-03 MANAGEMENT RESEARCH-1

## ASSIGNMENT

---

Course Code	:	PGDTRM-03
Course Title	:	Management Research-I
Assignment Code	:	PGDTRM-03/TMA/2014
coverage	:	All Blocks

---

**Note: Answer all Questions.**

1. What is the importance of qualitative research in today's business scenario? Discuss the merits and demerits of qualitative research in business and Management. Illustrate your answer with an example of a qualitative research which has practical implications for industry, undertaken by any university/Management institution.
2. What is the meaning and importance of multidisciplinary approach to management research? Why is it needed? What is the enriching effect of multidisciplinary to management research? Identify the likely problems in the conduct of a multidisciplinary research. Illustrate your answers with contemporary examples of Management research
3. a) Define 'research proposal'. List out the need for good quality research proposals. Discuss the general precautions which need to be taken while preparing a business research proposal?  
  
b) Prepare a business research proposal on a business or Management topic of your choice.

### Guidelines for Preparation of Research Proposal

The research proposal must be **original** and should have a length of about 1000-1500 words. The proposal should essentially contain the following sections:

- Project Title
- Executive Summary
- Background of the study
- Relevant Literature
- Statement of Key Research Questions
- Research Objectives
- Research Hypotheses, if any
- Statement of Proposed Benefits of the Study
- Research Design
- Sampling Design
- Data Collection
- Analytical Tools and Techniques
- Time Schedule of the Work
- Budget
- Requirements of Special Resources
- Researcher Credentials
- Project Administration
- Bibliography
- Appendices