

POST GRADUATE DIPLOMA IN TEACHING
AND RESEARCH IN MANAGEMENT

Term-End Examination

December, 2014

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 do you mean by research ? Discuss the scope of research in different functional areas of Management.
2. What is 'research ethics' ? Enumerate the ethical considerations a researcher needs to keep in mind for maintaining the integrity of research.
3. What is e-research ? Discuss the importance of information technology in carrying out effective business research.
4. What are the various methods of research in business applications ? Distinguish between qualitative and quantitative research in managerial applications.

5. What do you understand by the term business consultancy ? Discuss the role of teachers as consultants and consultants as teachers in Management Institutions.

SECTION - B

1x40=40

A large-scale study of consumer evaluations of four airline service companies is to be conducted in which the consumer utilities were developed for five different service factors namely on-ground services, in-flight services, scheduling, entertainment and price of the ticket (fare). You have been assigned the responsibility of developing a research design to conduct a survey. Suggest the suitable research design for successful conduct of research study.
