

**POST GRADUATE DIPLOMA IN TEACHING
AND RESEARCH IN MANAGEMENT**

Term-End Examination

December, 2015

PGDTRM-03 : MANAGEMENT RESEARCH - I

00043

Time : 3 hours

Maximum Marks : 100

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- 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.*
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SECTION - A

1. Define the term "Research". Discuss the scope of research in management.
2. "Exploitation of information technology capabilities for reengineering business process and creating business value has become a business necessity". Comment.
3. Do you think that there is a role of research in the statement, "Huge new markets emerge seemingly overnight". If yes, why ? And if no, why not ?

4. Discuss the methods by which you can ensure reliability and validity of your case research findings.
5. Why it is said "economic conditions may be uncertain, but consultants are weathering the storm" ? Discuss.

SECTION - B

6. A company engaged in the production of automobile spare parts is planning to expand its markets. The Director of this company has been assigned the duty to carry out a survey and prepare a research proposal that will facilitate the company (Board of Directors) to make decisions. Considering yourself as the Director of the Marketing Department, how will you prepare the research proposal that may help the company to expand its market.
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