

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

Term-End Examination

December, 2015

00313

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) What is observation format in data collection. Discuss the general guidelines for preparing observation format for management research.
- (b) What is computer assisted interview ? Discuss the various internet based data collection methods.
2. (a). Define 'measurement' in data collection. What are the commonly used scales of measurement ? Discuss the advantages of ratio scale over an interval scale.
- (b) What is a sampling frame ? What are the possible errors associated with sampling frame ?

3. (a) What is measure of symmetry of a distribution ? Distinguish between symmetrical and asymmetrical frequency distributions with examples.
(b) Define hypothesis. Describe null and alternative hypothesis. Explain different steps in hypothesis testing.

4. (a) Describe how would you choose different statistical tests according to measurement level and testing situations.
(b) Write short note on any one of the following :
 - (i) Mann Whitney U test.
 - (ii) Wilcoxon Signed Rank test.

5. (a) What is multiple regression analysis ? How do we interpret standard error in regression analysis ?
(b) What is factor analysis ? Describe the major uses of factor analysis with illustrations.

6. (a) What is cluster analysis ? Distinguish between cluster analysis and discriminant analysis.
(b) Examine the role of research in various operational areas of management. Discuss how research can influence the performance of organisation.