

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

**Term-End Examination -  
December, 2011**

**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. Discuss the significance of 'Ethics' in research. What are ethical ingredients in research ? Also discuss them in detail.
2. Is there a need for research in the family business area ? Support your answer by discussing efforts required versus benefits achieved.
3. Define research. Write various steps of research process. Differentiate between fundamental research and applied research.
4. How would you decide as to how many group discussions, interviews or other types of qualitative research tools would suffice to get a desired research outcome ?
5. Explain in detail the impact of academic research on business and management practices.

## SECTION - B

1x40=40

A state government monitored guest-house is experiencing discontentment among its visitors. It wants to analyze the factors responsible for discontentment of visitors. It has a feeling that three factors responsible for discontentment are quality of food, service quality and interior decor. It wants to conduct an analysis to assess the probabilities of discontentment with the three factors. It also wants to conduct a survey among the visitors to evaluate the probabilities of a visitor going away discontented on account of these factors. Suggest a business research method for the guest-house for doing these evaluations.

---