

00545 POST GRADUATE DIPLOMA IN TEACHING
AND RESEARCH IN MANAGEMENT

Term-End Examination

December, 2013

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

1. What are the distinctions between case studies and statistical studies ? What are the circumstances under which case research is recommended ?
2. Define the term "Ethics" Discuss various malpractices prevailing in research. In your opinion what are the current research practices that may affect the integrity of research ?
3. "Exploitation of information technology capabilities for re-engineering business process and creating value has become a business necessity". Comment !
4. Define quantitative and qualitative research. Explain the differences between these two. Give examples.

5. Do you think there is a role of research in the statement , "Huge new markets emerge seemingly overnight". If yes, why ? And if no, why not ?

SECTION-B

Punjab National Bank (PNB) is engaged in banking business and planning to expand its business even in rural and remote areas. Executive Director of the bank is entrusted to do a study and prepare a research proposal which will help the bank to make business decisions. Assuming that you are in place of Executive Director, how will you prepare the research proposal which will help to the bank to expand its business in rural and remote areas.
