

00331

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

**Term-End Examination
December, 2012**

PGDTRM-03 : MANAGEMENT RESEARCH - I

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,*
(iii) *Section-B is compulsory*
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SECTION - A

1. What do you mean by research? Discuss its importance in functional areas of management. 20
2. Explain the meaning of research design. Discuss the common type of research designs used in management. 20
3. What is quantitative research ? How does it differ from qualitative research in management? Give examples. 20
4. What is Case Study approach to management research? Discuss the merits and limitations of case research. 20
5. What is a business research proposal? Discuss various stages of the development of a good research proposal. 20

SECTION - B

6. Mr. Kavin, Manager of planning for Century Bank has been assigned the task of preparing a research presentation on the fluctuating rates of gold in Indian markets to forecast the quantum of gold to be imported by the bank to optimise the profit. Mr. Kavin's recommendation should be backed by solid evidence and the past performance in such dealings. Prepare a research design and elaborate on the managerial aspects of research to be applied. 40
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