

00271

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

Term-End Examination

December, 2012

PGDTRM-04 : MANAGEMENT RESEARCH-II

Time : 3 hours

Maximum Marks : 100

Weightage : 70%

Note : Answer any four questions. All questions carry equal marks.

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1. (a) "Focus group are usually considered more naturalistic than individual interviews". Discuss. 25
(b) Explain interviewer error? Mention the methods of controlling them. How would you detect response error?

 2. (a) Define reliability? What is the relationship and difference between reliability and validity? 25
(b) Write short notes on:
 - Convenience Sampling
 - Judgement Sampling
 - Quato Sampling

3. (a) What do you understand by dispersion in a data set ? How would you measure it ? What is the significance of measuring variation in business research ? 25
- (b) Describe null and alternative hypothesis. Explain the different steps in hypothesis testing.
4. (a) Explain the broad classification of tests of hypothesis. Distinguish between parametric and non-parametric tests. 25
- (b) Describe the differences between dependency techniques and inter-dependency techniques. When would you choose a dependency technique?
5. (a) What is regression analysis? Discuss the main uses of regression analysis. 25
- (b) What are the factors that influence the choice of an MDS procedure?
6. (a) Define 'Factor'. How it is different from a variable? What are the major uses of a factor analysis? 25
- (b) Describe in detail how you will conduct the oral presentation of a report.
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