

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

Term-End Examination

June, 2012

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. What is research report ? Why it is significant ?
Which are the statistical tools and techniques in analyzing data ?
2. What are the different methods of data collection in a case research ? What is the distinction between case studies and statistical studies ?
3. What do you understand by the terms exploratory research, descriptive research and casual research ?

4. What is the meaning and importance of multidisciplinary approach to management research ? Why it is needed ?

5. Business values and methods are more tangible and "product oriented". Comment. Also make a comparison of concerns of business and education stream.

6. You are a business researcher working for a sponsor under a project. Which studies about Television viewing habits of adolescents ? Formulate a code of ethics as a checklist which you expect to incorporate at various stages of the research process ? The code must cover all possible injury to the various stakeholders of the research that you propose to do.
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