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

Term-End Examination

June, 2012

PGDTRM-04 : MANAGEMENT RESEARCH-II

Time : 3 hours

Maximum Marks : 100

Weightage : 70%

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

1. (a) Discuss the merits and demerits of interview as a primary data collection method. 25
(b) What special problems do open ended questions have ? How can these be minimised ?

2. (a) What is a survey ? What are errors in sample survey? How can they be controlled ? 25
(b) Write notes on :
 - Test - Retest Reliability
 - Inter - Item Reliability
 - Inter - Observer Reliability

3. (a) Distinguish between probability sampling techniques and non probability sampling techniques. Describe the different methods available in each. 25
- (b) What are measures of central tendency ? Mention their relative advantages and disadvantages.
4. (a) Define hypothesis. Describe the general procedure of hypothesis testing. How do you decide on the selection of an appropriate test statistic ? 25
- (b) What do you understand by product moment correlation coefficient ? Does a product moment correlation of zero between two variables imply that the variables are not related to each other ?
5. (a) What do you know about cluster membership ? Discuss the uses of cluster analysis in marketing. 25
- (b) Distinguish between technical report and management report. What are the important steps in formating and organising a research report.

6. (a) Discuss some common mistakes that researchers may make in writing qualitative reports. Also suggest corrective measures. 25
- (b) Examine how research can influence the performance of organizations. Do you think that corporates utilize academic research outcomes ?
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