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

Term-End Examination

June, 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,*
(iii) *Section-B is compulsory*

SECTION - A

1. What is managerial research ? Elaborate the emerging areas of teaching and research in strategic management ? 20
2. Define research ethics in managerial research. Discuss the ethical principles to be followed by the stakeholders in business research. 20
3. What is e-Research ? Elaborate the use of information technology in managerial research. 20
4. What is qualitative research ? Discuss the strengths and weakness of multidisciplinary research. 20
5. What is business consultancy ? Discuss the role of teachers as consultants and consultants as teachers. 20

SECTION - B

6. Fast Track services is a local field interviewing company that conducts the field work for national clients. The company received an assignment from a client to conduct interview by choosing appropriate sample units (houses) to assess the average crime rate in the locality. The field interview should cover asking questions from the residents, clarifying and probing, recording the answers and determining what to do at the end of the interview. What are the ethical responsibilities, if any, of the research Company to the interviewer in this situation ? 40
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