

00288 POST GRADUATE DIPLOMA IN TEACHING
AND RESEARCH IN MANAGEMENT

Term-End Examination

June, 2014

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.
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SECTION - A

1. Describe the various methods of data collection and discuss various data analysis techniques. Substantiate your views with suitable examples.
2. What are the emerging areas of teaching and research in Strategic Management ?
3. What is the meaning and importance of multidisciplinary approach to management research ? Why it is needed ?
4. What are the applications of Internet in Business research ? Elaborate your views with the help of examples.

5. "Management research consists in seeing what everyone else has seen, but thinking what no one else has thought". Comment on the above statement. How can you embed this in a research proposal ?

SECTION - B

6. A housing company has decided to launch a new multistoried flats scheme targeting buyers of NCR. The company wants to assess the market before launching the multistoried flats scheme. How will you prepare a research proposal which will help the housing company to make decisions regarding location, cost of each flat, customer demand and advertisement/publicity, etc ?
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