

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

Term-End Examination

June, 2014

PGDTRM-04 : MANAGEMENT RESEARCH-II

Time : 3 hours

Maximum Marks : 100

Weightage : 70%

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

1. Define raw data, unbiased data and primary data. How does primary data differ from secondary data ? Enumerate the different methods of collection of primary data. What are their relative advantages and disadvantages ?
2. Write notes on **any four** :
 - Open-ended closed questions
 - Test-Retest Reliability
 - Judgement sampling
 - Reporting error
 - Null hypothesis
3. What is dispersion in a data set ? How would you measure it ? What is the significance of measuring variation in business research ? Illustrate your answer with examples.

4. Why should we be cautious in using past data to predict future trends ? Can you infer causality from bivariate analysis ? Describe why we should not attribute causality in a relationship even when there is strong correlation between the variables.

 5. What do you understand by cluster membership ? How do you label and interpret clusters ? What are the advantages and disadvantages of non-hierarchical clustering procedures ?

 6. What is the importance of qualitative research in today's business scenario ? What are the general precautions that need to be taken by a researcher while writing qualitative research report ? Illustrate your answer with example.
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