

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

Term-End Examination

June, 2015

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) Enumerate the different methods of collection of primary data. Distinguish between observation method and survey method of data collection.
- (b) What is online focus group method of data collection ? What are the major features of focus group interview in collecting management data ?
2. (a) Define reliability. Describe the common threats of reliability.
- (b) What is a sampling unit ? How is it different from the population element ? Explain with an example.

3. (a) What are the relative measures of variation ? Mention their uses in research.
(b) Describe the general procedure of hypothesis testing. How do you decide on the selection of an appropriate test statistic ?

 4. (a) What are non-parametric tests ? Distinguish between parametric and non-parametric tests.
(b) Describe the different steps in computation of chi-square. Discuss the observed and expected frequencies in chi-square test.

 5. (a) Explain the term partial correlation. Discuss its usefulness in business research.
(b) What is regression analysis ? What are the main uses of regression analysis ?

 6. (a) What is meant by the term 'Communality of a variable' ? Explain how eigen values are used to determine the number of factors in factor analysis.
(b) What are the general precautions that need to be taken by a researcher while writing qualitative research report ? Illustrate with examples.
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