

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

Term-End Examination

December, 2010

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.*

SECTION - A

1. Explain the meaning of research in the context of Managerial decision making. What are the different types in which research can be classified ? 3x20=60
2. What is research Design ? Elaborate the characteristics of a good research design.
3. What is case study approach in Management teaching ? Discuss the merits and limitations of case research in Management.
4. Discuss the importance of Information Technology (IT) in business research. List the specific tools of IT through which business trends could be analysed.

5. What is research proposal ? Discuss about the important components to be incorporated in the research proposal.

SECTION - B

6. An international airline is considering adding an "Executive plan" on its Delhi-New York flights. How will you plan for a research study to make decisions on the required seats, fare and frequency? Discuss various steps involved in this research process.

1x40=40
