PGDTRM-04

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

00055

Term-End Examination

December, 2010

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. What are their relative advantages and disadvantages?

    (b) Define measurement. Explain the nature of measurement in management research.

2. (a) Write notes on:

        •   Processing error.

        •   Reporting error.

    (b) Describe the procedure that you would adopt in cluster sampling. How is this method different from stratified sampling?

3. (a) Explain different measures of dispersion and mention their relative merits and demerits.

   (b) Describe differences between dependency techniques and interdependency techniques. When would you choose a dependency technique?

4. (a) Define regression analysis. What is the difference between ordinary regression analysis and multiple-regression analysis?

   (b) What do you understand by multidimensional sealing ? Describe the different steps in multidimensional scaling. Why do we call it multidimensional ?

5. (a) What is the major difference between principal components analysis and common factor analysis ?

   (b) Distinguish between cluster analysis and discriminant analysis.

6. (a) What are the general precautions that need to be taken by a researcher while writing qualitative research report ? Illustrate your answer with example.

   (b) Enumerate the importance of research in enabling efficient decisions making by firms.