

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

Term-End Examination

June, 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

3x20=60

1. What is meant by the term "research design" ?
Examine some of the commonly used research designs.
2. Distinguish between probability and non-probability sampling. Explain the different methods used in both types of sampling.
3. Examine the importance of ethics in research with special reference to the rights and responsibilities of participants.
4. Briefly discuss the different methods of research. Also mention the situations in which they are applied.
5. What is multidisciplinary research ? Examine the strengths and weaknesses of multidisciplinary research.

6. A pharmaceutical company has a large sales force personnel. Of late the management had experienced a fall in the sales turnover which can be attributed to the poor performance of sales force. Prepare a business research proposal that will help the management to identify the reasons for the poor performance of the sales force.
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