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

00351

Term-End Examination

June, 2010

PGDTRM-04 : MANAGEMENT RESEARCH–II

Time : 3 hours   *Maximum Marks : 100*

Weightage : 70%

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

1.   (a)   What do you understand by the term primary data ? How does it differ from secondary data ? What are the circumstances in which you will prefer to use primary data over secondary data ?

   (b)   What are the various errors in surveys ? How can they be controlled ?

2.   (a)   Define reliability. What is the relationship between reliability and validity ?

   (b)   Distinguish between a census study and a sample study. How do you choose between these ?

3. (a) What do you understand by exploratory data analysis ? Explain how it will be useful in research.

   (b) Define hypothesis. Distinguish between null hypothesis and alternate hypothesis by giving suitable examples.

4. (a) Distinguish between parametric and non-parametric tests. Give two reasons why parametric tests are generally prefered to nonparametric tests.

   (b) What are the drawbacks of univariate analysis when applied to business research ?

5. (a) Explain the following :

   • Bivariate regression

   • Multiple regression

   (b) Define 'Factor'. Describe the major uses of factor analysis.

6. (a) Distinguish between technical report and management report.

   (b) Examine how research can Influence the performance of organization.

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