

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

Term-End Examination

June, 2011

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. Define the term Managerial Research . What are the various areas in business where there is scope for research ? **3x20=60**
2. Define ethics in business research. Discuss the ethical Principles to be followed by the stakeholders.
3. What are the different methods of research in business ? Differentiate between quantitative and qualitative research methods.
4. Define multidisciplinary research. What are the Strengths of multidisciplinary research approach ?
5. Discuss the importance of case study method in Management research. Elaborate the different steps in design of a case research.

SECTION - B

6. ABC Associates engaged in transportation business, is planning to expand its business. Proposed venture of the business is 'packing and transporting.' Executive Manager of the Company is entrusted to prepare a research proposal which will help the Company to make business decisions Assuming that the Manager Consults you for the preparation of research proposal , how will you help him ? **1x40=40**
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