

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

Term-End Examination

June, 2015

PGDTRM-03 : MANAGEMENT RESEARCH - I

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *There are two Sections A and B.*
(ii) *Attempt any three questions from Section-A each carries 20 marks.*
(iii) *Section-B is compulsory and carries 40 marks.*
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SECTION - A

1. What is research design? Discuss the characteristics of a good research design in the context of business management problems. 3x20=60
2. Discuss the significance of 'Ethics' in research. What are the specific threats to ethics in online research ? Discuss these in detail.
3. What is a business research proposal ? Elaborate on various components of a research proposal. Discuss how each of these components enables better communication between the researchers and the sponsoring agency.

4. Define the potential areas of research. Discuss the factors that determine success in the Indian Business Environment. Suggest a strategy for implementation of management research in India.

5. Explain the global trends in business research. Discuss the use of internet and other components of Information Technology in business research.

SECTION - B

The Sun Solar Energy Centre (SSEC) located at Delhi was asked by a local state legislator if it would conduct a survey to obtain information from owners of various solar energy devices concerning the amount spent in 2010 on such devices per household in Delhi and percentage of people who were satisfied with those devices.

Assuming that you have been requested by the SSEC for developing an appropriate research model, suggest suitable research tools for analysing the problem.

1x40=40
