

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2017-19)  
SPECIAL MID TERM EXAMINATIONS (TERM -III)

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**Subject Name: Research Methods in Business****Time: 01.30 hrs****Sub. Code: PG19****Max Marks: 20**

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**Note: 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**

**2. All questions are compulsory in Section A, B & C. Section A carries 2 Case Studies of 4 marks each, Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

**SECTION - A****04+04 = 08 Marks**

**Q. 1(A):** A manager finds that off-the-job classroom training has a great impact on the productivity of the employees in her department. However, he also observes that employees over 60 years of age do not seem to derive much benefit and do not improve with such training. He asks a researcher to help him on this issue.

**Questions:** Consider yourself as a researcher and determine the answer for following questions

- I. List and label the variables in above situation (dependent, Independent and Moderating variables).
- II. Draw a diagram of conceptual framework for this relationship among the variables

**Q. 1 (B):** Mr. Paul, the owner of several restaurants on the East Coast, is concerned about the wide differences in their profit margins. He would like to try some incentive plans for increasing the efficiency levels of those restaurants that lag behind. But before he actually does this, he would like to be assured that the idea would work. He asks a researcher to help him on this issue.

**Questions:** Consider yourself as a researcher and determine the answer for following questions

- I. Explain the purpose of the study and state the research objective.
- II. What type of research design will be appropriate for this research? Explain with reason

**SECTION - B****02×03 = 06 Marks**

**Q. 2:** A research scientist surveys 1,000 employees in different organizational settings to study the efficacy of several types of nasal sprays in controlling the flu virus. He subsequently publishes his findings in a highly respected medical journal. Discuss with reasons whether this research fall into the category of applied or basic research.

**Q. 3:** The problem definition stage is perhaps more critical in the research process than the problem solution stage. Discuss this statement.

**Q. 4:** Why is the ratio scale considered to be the most powerful of the four scales?

**SECTION - C****03×02 = 06 Marks**

**Q. 5.** Why should a manager know about research when the job requires managing people, products, events, environments, and the like?

**Q. 6.** What is the difference between primary and secondary data? To determine the effectiveness on new advertisement which type of data will be more useful.