

## RESEARCH METHODOLOGY

### Module I:

Introduction to RM: Meaning and significance of research. Importance of scientific research in decision making. Types of research and research process. Identification of research problem and formulation of hypothesis. Research Designs.

### Module II:

Measurement and Data Collection. Primary data, Secondary data, Design of questionnaire ; Sampling fundamentals and sample designs. Measurement and Scaling Techniques, Data Processing.

### Module III:

Data Analysis – I: Hypothesis testing; Z-test, t-test, F-test, Chi-square test. Analysis of variance. Non-parametric Test – Sign Test, Run test, Krushall – Wallis test

### Module IV:

Data Analysis – II: Factor analysis, Multiple Regressions Analysis. Discriminant Analysis, Use of SPS Package.

### Reference Books

1. Research Methodology, Chawla and Sondhi, Vikas
2. Research Methodology, Paneersevam, PHI