CONTENTS

Unit I—Introduction to Research

MEANING - OBJECTIVE TYPES OF RESEARCH SCOPE OF RESEARCH - RESEARCH APPROACHES - RESEARCH PROCESS - RESEARCH DESIGN - RESEARCH METHODS VS RESEARCH METHODOLOGY - STEPS IN RESEARCH - PROBLEM FORMULATION - STATEMENT OF RESEARCH OBJECTIVE - EXPLORATORY - DESCRIPTIVE - EXPERIMENTAL RESEARCH.

Chapter Layouts:

- 1. RESEARCH IN BUSINESS
- 2. TYPES OF RESEARCH
- 3. RESEARCH PROCESS
- 4. RESEARCH DESIGN

Unit II—Methods of Data Collection

OBSERVATIONAL AND SURVEY METHODS FIELD WORK PLAN - ADMINISTRATION OF SURVEYS - TRAINING FIELD INVESTIGATORS SAMPLING METHODS - SAMPLE SIZE.

Chapter Layouts:

- 5. OBSERVATIONAL AND SERVEY METHODS
- 6. FIELD WORK PLAN AND ADMINISTRATION OF SURVEYS
- 7. SAMPLING METHODS AND SIZE

Unit III—Tools for Collection of Data

QUESTIONNAIRE DESIGN, ATTITUDE MEASUREMENT TECHNIQUES – MOTIVATIONAL RESEARCH TECHNIQUES – SELECTION OF APPROPRIATE STATISTICAL TECHNIQUES.

Chapter Layouts:

- 8. QUESTIONNAIRE DESIGN
- 9. SCALING TECHNIQUES
- 10. MOTIVATION RESEARCH TECHNIQUES

Unit IV—Statistical Methods

TABULATION OF DATA - ANALYSIS OF DATA - DRAWING TESTING OF HYPOTHESIS, ADVANCE TECHNIQUES, ANOVA, CHI-SQUARE-DISCRIMINATE ANALYSIS - FACTOR ANALYSIS CONJOINT ANALYSIS - MULTIDIMENSIONAL SCALING - CLUSTER ANALYSIS (CONCEPTS ONLY).

Chapter Layouts:

- 11. TABULATION OF DATA AND ANALYSIS OF DATA
- 12. DRAWING TEST OF HYPOTHESIS
- 13. DATA ANALYSIS AND ADVANCED TECHNIQUES

Unit V—Research Report Writing

TYPES OF REPORTS, BUSINESS, TECHNICAL AND ACADEMIC REPORT WRITING - METHODOLOGY PROCEDURE CONTENTS – BIBLIOGRAPHY.

Chapter Layouts:

- 14. MEANING AND TYPE OF REPORTS
- 15. METHODOLOGY PROCEDURE OF REPORT

BIBLIOGRAPHY APPENDIX : SELECTED STATISTICAL TABLES MODEL QUESTION PAPER