

# RESEARCH METHODOLOGY



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**RESEARCH METHODOLOGY**

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### **RESEARCH METHODOLOGY**

**Unit-1:** Research: Meaning, Objectives & Importance of Research ; Role of research in Functional Areas : Finance, Marketing, HRD ; Research Methodology ; Process of

Research .

**Unit-2:** Defining Research Problem: Process of formulating Hypothesis; Research Design ; Sampling Design.

**Unit-3:** Collection , Processing & Analysis of Data , Design of Questionnaire; Testing of Hypothesis ; Parametric and Non-parametric Tests ; T-test, Z-test and chi-square test.

**Unit-4:** Multivariate Analysis Techniques; Multiple Regression Analysis; Discriminant Analysis; Factor Analysis, ANOVA.

**Unit-5:** Interpretation & Report Writing ; Importance & Techniques of Interpretation ; Significance of Report Writing ; Steps in Writing Report ; Lay-out of the Research Report ; Types of Report.