

Research Methodology for Social Science



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Description

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Unit I: Basics of Research: Research Meaning, Scope and Objectives – Types of Research – Research Vs. Research Methodology – Research Process - – Relevance of research for decision making in various functional areas of management.

Unit II: Problem definition– Techniques - Formulation of Research hypothesis -Choosing

the appropriate Research Design – Types (Desk Research, Exploratory, Descriptive and Conclusive research – Experimental research designs – Case study method of research.) Sampling Design – Techniques - Steps – Sample size determination - Precautions – Errors.

Unit III: Measurement and Scaling Techniques - Data Collection - Primary data and secondary data – Methods of collection – Questionnaire design – Essentials of a good Questionnaire – Pre testing a Questionnaire – Pilot Study – Merits and Demerits of Questionnaire – Use of Schedules – Structured and Unstructured Interviews – Observation Method.

Unit IV: Processing and Analysis of Data: Editing – Types of Editing – Guidelines for Editing - Coding – Classifications – Tabulation – Need, Nature and Guidelines – Ungrouped and Grouped frequency tables, Charts and Diagrams – Use of Computer packages for data analysis – Application of Statistical tests and interpretation of test of results (Only Theory – No Problems).

Unit V: Presentation of research results - Organizing a research report - The significance report – Steps in writing report - The integral parts of a report – Types of reports – Precautions for writing research reports.

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