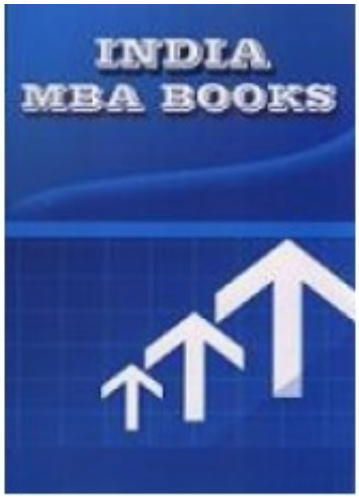
Research Methodology



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2. Research Design- Features of good Design, Types of Research Design, Sampling Designsteps in sample Design Characteristics of a good Sample Design, random samples & nonrandom sampling Design, determining size of sample. Statistical design. Measurement & scaling techniques- measurement scales, Errors in measurement. Scaling &Scale construction
technique.

3. Data Collection and Analysis: Methods of data collection, Primary data – Schedule and
questionnaire. Construction of schedule and questionnaire align with objectives framed.
Collection of secondary data. Processing and analyzing data – Descriptive Analysis (Mean,
Mode, Median, Standard Deviation, and Variance Analysis) Inferential Analysis ('t' test, ChiSqare test), Testing of hypothesis – Procedure for hypothesis testing. Parametric and Non parametric test of hypothesis. Confidence level. Use of Ms-Excell and SPSS for data analysis – descriptive and inferential statistics.

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