

RESEARCH METHODS FOR MANAGEMENT



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RESEARCH METHODS FOR MANAGEMENT

UNIT- I

Research - Meaning - Scope and Significance - Types of Research-Research Process - Characteristics of good research - Scientific method - Problems in Research - Identifying Research Problem-Concepts and Theoretical Framework.

UNIT- II

Hypothesis: - Meaning - Sources - Types - formulation Research design - Types - features of good design - measurement - meaning - need Errors in measurement - Tests of sound measurement - Techniques of measurement - scaling Techniques - meaning - Types of scales

UNIT -III

Sampling design - meaning - concepts - steps in sampling - criteria for good sample design - Types of sample designs - Probability and non-probability samples-Data collection- Types of data - sources - Tools for data collection methods of data collection - constructing questionnaire - Pilot study-case study - Data processing- coding - editing - and tabulation of data-Data analysis.

UNIT- IV

Test of Significance- Assumptions about parametric and non-parametric tests - Non Parametric Test - U Test- Kruskal Wallis- sign test-Multivariate analysis-factor-cluster-MDS-Discriminant analysis- (NO Problems)-concept of SPSS and its applications.

UNIT -V

Interpretation - meaning - Techniques of interpretation - Report writing- Significance - Steps in report writing - Layout of report-Types of reports - Oral presentation - executive summary - Mechanics of writing research report - Norms for using Tables- charts and diagrams - Appendix- Norms for using Index and Bibliography

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