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Description

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PREVIEW OF CHAPTERS SYLLABUS

RESEARCH METHODOLOGY

Description

- 1 An Introduction to Research: Meaning, Process, Defining, Research Problem: Selection, Understanding, Necessity of defined problem, Research Design , need and types of Research Design**
- 2 Sampling Design: Steps of Sampling design, Characteristics of good Sampling Design, Different types of Sampling Design.**
- 3 Measurement and Scaling Technique: Tools of Sound Measurement, Techniques Of Developing Measurement Tools, Scaling meaning and Important Scaling Techniques**
- 4 Data Collection: Primary (Interview, Observation and Questionnaire and Collection of Secondary Data**
- 5 Data Analysis-1: Measure for Central Tendency, Dispersion**
- 6 Data Analysis-2: Correlation And Regression Analysis , Time series and index number**
- 7 Hypothesis Testing: Hypothesis Definition and Formulation, t test , z test , ANOVA**
- 8 Multivariate Analysis-1: Classification, Important Methods of Factor analysis, factor analysis , rotation in Factor Analysis, overview of cluster analysis**
- 9 Multivariate Analysis-2: Discriminant analysis, multi-dimensional scaling, conjoint analysis**
- 10 Report Writing: Technique and Precaution of Interpretation, Significance of Report Writing, Layout and Types of Report**

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