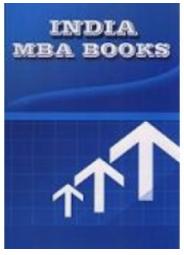
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#### RESEARCH METHODOLOGY

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- 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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