

# BUSINESS RESEARCH METHODOLOGY



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# **BUSINESS RESEARCH METHODOLOGY**

**UNIT-I:** Introduction: Importance of research methodology, types of research methodology, research process, Identification of the problem: Hypothesis formulation, components of research design.

**UNIT-II:** Sample design -census Vs population, determination of sample size, sampling techniques- data collection - primary data, secondary data- methods of collecting primary data, guidelines and design of questionnaire, interview and observation techniques, Sources of secondary data.

**UNIT-III:** Data Processing: Scaling techniques, data processing: Editing, coding, classification and tabulation, interpretation; SPSS - creating and entering data.

**UNIT-IV:** Data Analysis: Diagrammatical and Graphical representation of the data; Components of hypothesis, Hypothesis testing procedure, Parametric tests - t distribution, Z test, F test and ANOVA - one way and two ways test.

**UNIT-V:** Data Analysis and Report Writing: Non-Parametric tests - ChiSquare test, Man Whitney 'U' test, Kruskal-Wallis test; Introduction to multivariate analysis, Multiple regression, Discriminant Analysis, Factor analysis; Types of reports, parts of report and presentation of reports

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