

# RESEARCH METHODOLOGY FOR MANAGEMENT



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**Product Details: RESEARCH METHODOLOGY FOR MANAGEMENT  
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**Edition Description: 2021-22**

**Pages : 200+**

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### **PREVIEW OF CHAPTERS SYLLABUS**

#### **RESEARCH METHODOLOGY FOR MANAGEMENT**

**Objective:** To equip the students with the basic understanding of research methodology and to provide insight into the application of modern analytical tools and techniques for the purpose of management decision making.

**Unit – I: Meaning and Importance of Research – Research Process – Types of Research –**

**Defining Research Problem – Formulation of Hypothesis – Testing of Hypothesis.**

**Unit – II: Research Design – Exploratory Research – Descriptive Research – Casual Research – Sampling and Sampling Design – Sampling Methods – Simple Random Sampling –**

**Stratified Sampling – Systematic Sampling – Cluster Sampling – Multistage Sampling, Non–**

**Probability Sampling – Convenience Sampling – Judgement Sampling – Quota Sampling.**

**Unit – III: Data Collection – Primary and Secondary Data – Designing of Questionnaire –**

**Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale –**

**Guttman Scale – Likert Scale – Schematic Differential Scale.**

**Unit – IV: Editing – Coding – Classification of Data – Tables and Graphic Presentation –**

**Preparation and Presentation of Research Report.**

**Unit – V: Non Parametric Tests – Kolmogorov – Smirnov Test – Runs Test for Randomness – Sign Test – Median Test – Multivariate Analysis – Multiple Regression Analysis**

**– Concepts and Application of Discriminate Analysis and Factor Analysis.**

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