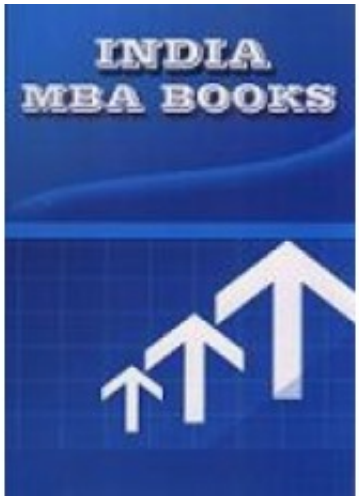
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Introduction to Business Research –Research Process – Research problem identification/Formulation – its Approaches.

Unit II

Research Design – Types of Research Design – Research Design for data acquisition (measurement scales) – Sample Design – Sampling Process – Sampling Methods – Determination of Sample size.

Unit III

Data Collection Methods – Primary and Secondary Data – Primary Data Collection Methods Questionnaire, Observation and Experimentation. Sources of secondary data – Tabulation.

Unit IV

Measures of Central Tendencies – Measures of Dispersion – Simple correlation and Regression. Chi-Square Test. Analysis of Variance. (Simple problems only)

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