

QAM202 Research Methodology



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Description

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Course Contents/Syllabus:

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Module I : Nature and Scope of Research Methodology 20

Types of research: Exploratory, Conclusive (Descriptive and Causal), Research process and

steps in conducting research; Approaches of research: deductive, Inductive, qualitative and quantitative; Planning a research project: Problem identification and formulation. Research

Design: Exploratory, Descriptive and Experimental.

Module II : Research Methods and Data Collection Technique 20

Research modelling: Types, and Stages; Data collection methods: Survey, Observation and

Questionnaire ; Questionnaire Design: Steps in constructing a questionnaire, Types of questions, Attitude measurement ; Scaling techniques: Ratio, interval, ordinal and nominal ;

Sampling Plan: Sampling frame, sample selection methods- Probability and non-probability,

sample size; Sampling and non-sampling errors; Editing, tabulating and validating of data.

Module III : Data Analyses Techniques 30

Descriptive statistics, Review of hypothesis testing procedures:

Parametric tests (z-test, t-test, and F-test) and Non-parametric test(Chi-square test, One-way and

two-way ANOVA)

Associative and Predictive analysis: Correlation and Regression- bivariate and multivariate

Multivariate Techniques: Multi-Dimensional scaling, Data reduction (Factor analysis) and

cluster analysis

Data Analysis: Introduction to statistical software SPSS 21.0

Module IV : Field Project and Report Writing 30

Pre-Writing considerations, Research report components, Common Problems encountered when

preparing the Research Report. Presenting research report.

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