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PREVIEW OF CHAPTERS SYLLABUS

Research Methodology

Unit-I

Research – Qualities of Researcher – Components of Research Problem – Various Steps In Scientific Research – Types of Research – Hypotheses Research Purposes - Research Design – Survey Research –Case Study Research.

Unit-II

Data Collection – Sources of Data – Primary Data – Secondary Data - Procedure Questionnaire – Sampling Methods – Merits and Demerits –Experiments – Observation Method – Sampling Errors - Type-I Error &Type-II Error.

Unit-III

Statistical Analysis – Introduction To Statistics – Probability Theories – Conditional Probability, Poisson Distribution, Binomial Distribution and Properties of Normal Distributions – Hypothesis Tests – One Sample Test – Two Sample Tests / Chi-Square Test, Association of Attributes - Standard Deviation – Co-Efficient of Variations .

Unit-IV

Statistical Applications – Correlation and Regression Analysis –Analysis of Variance – Partial and Multiple Correlation – Factor Analysis and Conjoint Analysis – Multifactor Evaluation – Two-Factor Evaluation Approaches.

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