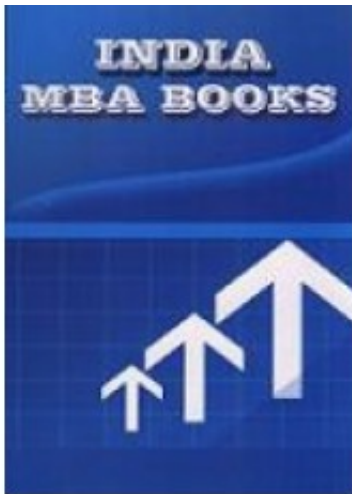


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UNIT I

Introduction to Research: Meaning & definition of Research – Relevance and significance of Research in business – Types of Research – Research problems – Evolution of Research – Overview of Research methodology, Research Process-Steps involved; Concept of Hypothesis, types and process of Hypothesis Testing. (14 Hours)

UNIT II

Research Design: Meaning, Nature and classification of design – Developing an appropriate research design – Experimental Research Design – Randomized Design, Latin Square Design and Factorial Design – Basic principles, types of experimental design –Validity & Reliability. Scales and measurements: Measurements; Different Measurement Types, their Characteristics, Different methods of measurement, Developing Scales, Classification of scales, Rating scales , Attitude scales, Thurston scale, Likert scale, Semantic Differential scale. Types of Errors in measurement. (14 Hours)

UNIT III

Survey Research: Introduction – Purpose – Methods of data collection – Interviews, observation, schedule, Questionnaire – other methods of data collection – Panel research, warranty cards, Pantry audit and consumer panel – Mechanical devices – Projective Techniques – Sociometry Data Preparation: Data coding, Data cleaning, Identification Outlier, Handling Missing Values (14 Hours)

UNIT IV

Multivariate analysis and use of Statistical packages: Introduction – Nature and techniques of Multivariate Analysis – Analysis of dependence – Multiple Regression. Assumptions in the regression model, dummy variable treatment, testing of goodness of fit of the model and Discriminant analysis. Analysis of interdependence – Factor analysis and Cluster analysis – Application of software packages (like SPSS, Eviews, R.) (14 Hours)

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