

RESEARCH METHODOLOGY



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UNIT-II: Research process: Research designs- exploratory, descriptive and experimental research designs- case study method of research.

UNIT-III: Sources of data: Primary and secondary sources- methods of data collection – observational and survey methods- Questionnaire design attitude measurement techniques- motivation research techniques administration of surveys – sample design.

UNIT-IV: Selecting an appropriate statistical technique- fieldwork and tabulation of data, analysis of data- use of SPSS and other statistical software packages.

UNIT-V: Contemporary developments: Advanced techniques for data analysis? ANOVA, discriminate analysis, factor analysis, conjoint analysis, multidimensional scaling and clustering methods, research applications, report writing- research and concern for society