

Subject Code: 602

Subject Name: Research Methodology & Research Paper Writing **40 hours**

Unit I: Introduction to Research Methodology **5 Hrs**

Meaning and significance of research

Objective of research

Motivation in research

Steps in research process

Basic concepts in research: Problem, hypothesis, Variables

Types of research: exploratory, descriptive, causal, quantitative vs qualitative, experimental, correlational, ex post facto, survey, longitudinal, cross-sectional.

Unit II: Research Design **6 Hrs**

Meaning of research design

Need for research design

Features of a good design

Different research design-

experimental, nonexperimental, correlational, quasiexperimental, Types of experimental design: within group, between group, factorial.

Unit III: Sampling Design **6 Hrs**

Basic concepts: population, universe, sample-representative, non-representative.

Characteristics of a good sample design

Different types of sample design

Probability sampling: Types

Non-probability sampling: Types

Unit IV: Measurement and scaling **5hrs**

Scales: Nominal, ordinal, interval and ratio.

Scaling techniques: Ranking, Paired comparison, rating scales, attitude scales-Thurstone, Likert

Errors in measurement

Unit V: Methods of Data Collection and analysis **15 Hrs**

Primary Data-methods: observation, questionnaire, interview, interview schedule, psychometric tests, case study.

Secondary Data: Sources of secondary data

Collection of data through:

- a. Questionnaire-designing a questionnaire-form,content,length,pilot study,forwarding letter.
 - b. Interview Schedule
- Difference between questionnaire & interview schedule
- Data Processing: Editing, tabulation, graphical presentation of data
- Qualitative analysis- Content analysis of interview data and also open ended questionnaire.
- Quantitative analysis through use of statistical techniques.

Unit VI: Report Writing

3 Hrs

Types of report
Significance of report writing
Steps of writing a research report

During the remaining 20 hours, every student has to take up a research topic of his/her choice and write a research paper. This research paper will be internally assessed.

Books Recommended

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| 1. Research Methodology | : Dr.V.P.Micahel |
| 2. Research Design & Methods | : Kenneth Borden |
| 3. Business Research methods | : Donald R.Cooper |
| 4. Research Methodology | : C.R.Kothari |
| 5. Methodology & Techniques of Social Research | : Wilkinson and Bhandarkar |