

Paper 1.5 : Research Methodology and Quantitative Techniques

Unit-I

Research Definition, Importance, Types, steps in Research Methodology, Defining Research Problems and Research Design.

Unit-II

Sampling Design, Types of Sample, Measurement and Scaling, Multi-dimensional scaling, Theoretical frequency distribution: Binomial, Poisson and Normal distribution, Research Report Writing, Referencing and Bibliography

Unit-III

Tests of significance: Z test, t test, Chi-square test, and ANOVA (One way and two ways)

Unit-IV

Factor Analysis, Cluster Analysis and Conjoint Analysis

Unit-V

Discriminant Analysis, Decomposition Analysis and Structural Equation Modeling (SEM)

Suggested Readings:

Beri, G.C. : Marketing Research, Tata McGraw Hill, New Delhi

Black, Hair et al.: Multivariate Data Analysis, Pearson (LPE)

Boyd et. al.: Marketing Research, Tata McGraw-Hill, New Delhi

Cooper, Donald R. and Schindler, Pamela S. : Business Research Methods, McGraw Hill Education

Kothari, C.R. : Research Methodology, New Age International Publishers, New Delhi

Sachdeva, J.K.: Business Research Methodology (Himalaya)

Sharma, K.R. : Business Research Methods, National Publishing House, New Delhi

