

Paper 3.3 – Research Methodology and Quantitative Techniques

Unit-I

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

Unit-II

Sampling Design, Types of Sample, Measurement and Scaling, Multi-dimensional scaling, Research Report Writing, Referencing, Bibliography.

Unit-III

Factor Analysis, Conjoint Analysis

Unit-IV

Discriminant Analysis, Cluster Analysis

Unit-V

Decomposition Analysis, Structural Equation Modelling

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