

## 402 : Research Methodology

1. ~~Research: Meaning, objectives Significance, Types of Research, Research Process. Research Problem: Meaning, Need of Defining, Technique involved in defining.~~
2. Research Design: Meaning, Need and features of good research design, Different Research Designs. Measurement and scaling Techniques: Measurement scales . Test of sound measurement. Scaling-meaning and classification Bases Important scaling Techniques.
3. Sampling Theory: Population and samples, Random sampling, parameter, statistic and standard error of statistic.  
Testing of Hypothesis: Basic concepts and procedure. Hypothesis Testing of means and Difference between means Hypothesis Testing of Proportions and Difference between Proportions. Estimation of Parameters. Chi-square Test: Characteristic and Assumptions, Test of Goodness of Fit and independence of attributes.
4. Analysis of variance: Concept, Basic Principle short-cut method and coding method for one-way ANOVA, Two-way ANOVA. Non-parametric Tests: Uses. Run Test, Sign Test, Median Test, Signed Rank Test.
5. Marketing Research: Concept, Applications, Limitations. Applications of Research - sales research, Product research, Motivational research, Advertising research, market segmentation, Physical distribution research.

### Suggested Readings:

1. Kothari, C. R.: Research Methodology Methods & Techniques, Wiley Eastern, New Delhi.
2. Sharma, K. R.: Research Methodology, National Publishing House, Jaipur.
3. Beri, G. C.: Marketing Research
4. Gupta, S.C.: Fundamentals of Statistics, Himalaya Publishing House, Mumbai.
5. Gupta, S. P.: Statistical Methods, Sultan Chand & Sons, New Delhi.