

**CORE COURSE – XII : RESEARCH METHODOLOGY**

**UNIT – I**

Scientific thinking: Reasoning and Scientific attitude. What is Research?  
Research Process: Research need, Formulating the problem, designing, sampling, Pilot testing, data collection, analysis and interpretation and report.  
Research Design: Exploratory, Descriptive, Causal, Formulation of hypothesis – Types.

**UNIT – II**

Measurement: Nature, Scales, Sources and Characteristics of Sound measurement tool.

Scaling: Nature, methods and Scale construction techniques.

Sampling: Nature, Simple, Probability and complex probability; Non-probability samples.

**UNIT – III**

Sources and collection of data: Primary and secondary sources, survey observation, experimentation – details and evaluation. Analysis and presentation: Coding, data entry, tabulation & cross tabulation. Hypothesis testing Statistical significance, statistical testing procedure. Tests of significance: Types and selection of tests.

**UNIT – IV**

Measures of Parametric and Non-parametric tests, Assumptions, Computation and testing of product moment correlation – Mean difference tests, Non-parametric tests:  $X^2$  tests, Rank order correlation, U test, Sign test.

**UNIT – V**

Presenting results: Written and oral reports, The written research report, preparatory items, Introduction, methodology, findings and conclusions.

Writing the report: Pre-writing concerns, writing the draft to presentation, Consideration. Presentation of statistics, Text, semi tabular, Tabular graphic, presentation, oral presentation : Preparation, delivery and audiovisuals.

**RECOMMENDED TEXT:**

RAO K.V. – Research Methods for Management and Commerce, Sterling.

EMORY AND COOPER - Business Research Methods.

TULL & HAWKINS – Marketing Research: Measurements & methods, Prentice Hall.