

CP-204 : RESEARCH METHODOLOGY

Objectives

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

Course Contents

Unit-I

Foundation of Research: Meaning, Objectives, Motivations, utility. Concept of Theory, empiricism, deductive and inductive theory. Characteristics of scientific Method, Understanding the Language of Research – Concept & Construct. Definition – Variable. Research Process, Nature and Scope of Research Methodology; Problem Formulation and Statement of Research Objectives.

Unit-II

Research Design; Concept And Importance in Research, Features of good research design, Types of Research Designs – Exploratory Research Designs, Descriptive Research Designs Experimental Research Designs

Qualitative & Quantitative Research : Qualitative research-Quantitative Research. Difference between Qualitative & Quantitative Research

Unit –III

Measurement: Concept of measurement- What is measured? Problems in measurement in management research- Validity and reliability. Levels of Measurement – Nominal, Ordinal, Interval, Ratio. Attitude Scaling techniques, Motivational Research Techniques

Types of Data: Secondary Data – Definition Sources, Characteristics. Primary data – Definitions, Advantages & Disadvantages Over Secondary data, Observation Method, Questionnaire Construction, Personal Interview, Telephonic Interview, Mail Survey, Email/Internet survey.

Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling error, Sample Size, Non Response. Characteristics of a good Sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & multistage sampling. Non Probability Sample – Judgment, Convenience, Quota & Snowballing methods. Determining size of sample – Practical consideration in sampling & sample size.

Unit -IV

Data Analysis : Data Preparation – univariate analysis (Frequency Tables, bar charts, pie charts, percentages) Hypothesis Testing – t-Test & Z test & Multivariate Analysis.

Unit -V

Bivariate Analysis – Cross Tabulation and Chi –Square,F-ANOVA.

Report Preparation :Pre-Writing Consideration, Format of Marketing research report ,common Problem Encountered when preparing the marketing research report .Presenting the research report.

Suggested Readings

1. *Andrews, F.M. and S.B. Withey Social Indicators of Well Being, Plenum Press, NY, 1976*
2. *Bennet, Roger: Management Research, I LO, 1 983*
3. *Fowler, Floyd J. Jr., Survey Methods, 2nd ed., Sage Pub., 1993*
4. *Fox, J.A. and P.E. Tracy: Randomized Response: A Method of Sensitive Surveys, Sage Pub., 1986*
5. *Gupta, S.P. Statistical Methods, 30th ed., Sultan Chand, New Delhi, 2001*
6. *Golden, Biddle, Koren and Karen D. Locke: Composing Qualitative Research, Sage Pub., 1997*
7. *Salkind, Neil J. Exploring Research, 3rd ed., Prentice-Hall, NJ, 1997*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.