

**Paper-I**  
**RESEARCH METHODOLOGY**

**Module I: Introduction:** Meaning & objectives of Research, Types of Research, Approaches in Social Science research, Problems encountered by researchers in India, Significance of research, Review of literature: need, source & search procedure of literature review, Research Process.

**Module II: Planning of Research:** Formulation of research problem, Hypothesis, Meaning & Concepts of Research Design, Types of Research Design, Concepts of Sampling, Steps in Sampling Process, Merits & Demerits of Sampling, Types of Sampling, Errors in Sampling.

**Module III: Data Collection and Scaling Techniques:** Sources of Data, Methods of Collection: Observations, Questionnaire & Interview Techniques, Questionnaire designing, Types of Measurement scales, Errors in Measurement, Comparative & Non-Comparative Scaling Techniques.

**Module IV: Report Preparation:** Format of a Report, Sections of a Report, Types of Reports, Principles of writing footnotes, bibliography, appendixes, references –APA and MLA style Plagiarism.

**BOOKS RECOMMENDED:**

1. Naresh K. Malhotra : Marketing Research, Pearson Education
2. Rummel and Ballaine : Research Methodology in Business, Tata McGraw Hill
3. Sellitz, et. al : Research Methods in Social Relations
4. Wilkinson and Bhandarkar : Methodology and Techniques of Social Research, Pearson
5. Colver, V.T : Business Research; Basic Principles & Techniques
6. Moser, C.A : Survey Methods in Social Investigation, Tata McGraw Hill
7. Goode & Hatt : Methods in Social Research, Prentice Hall
8. Young, P.V : Scientific & Social Survey and Research
9. C.K, Kothari : Research Methodology: Methods & Techniques

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**PAPER-II**  
**QUANTITATIVE METHODS AND COMPUTER APPLICATION IN RESEARCH**

**Module I: Introduction to Quantitative Techniques:** Meaning, Need, Merits and Limitations of Quantitative Techniques, Measures of Central Tendency: Mean, Median, Mode; Measure of Dispersion: Range, Quartile, Mean Deviation, Standard Deviation and Variance.

**Module II: Statistical hypothesis & data analysis:** Concept of hypothesis, types, hypothesis framing, Hypothesis Testing/Test of Significance, Type I & Type II Errors, z-test, t-test, Chi-square test, F test, Analysis of variance.

**Module IV: Correlation and Regression:** Correlation: Meaning, Uses, Methods, Types of Correlation, Karl Pearson's Coefficient of Correlation, Merits and Limitations, Spearman's Rank Correlation, Merits and Limitations. Regression: Meaning, Uses, Limitations, Scatter Diagram Method and Least Squares Method, Difference between Correlation and Regression.

**Module IV: Computer Application:** Fundamental of Computer, Internet, MS Word, MS Excel, MS PowerPoint, Statistical packages & its uses in modern research.

**RECOMMENDED BOOKS:**

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| 1. Nagar, A.L & R.K. Das | : Basic Statistics, Oxford University Press   |
| 2. Gupta, S.C            | : Fundamentals of Applied Statistics, S. Chand and Sons.                                  |
| 3. Goon, A.M, et. al.    | : Fundamentals of Statistics, The World Press   |
| 4. Chiang, A.C           | : Fundamental Methods of Mathematical Economics, McGraw Hill, Kogakusha, New Delhi, 1974. |
| 5. Mohan. P.             | : Computer Fundamentals, Himalaya Publishing House, Delhi                                 |
| 6. Murthy. C. V.         | : Computer Applications in Business, Himalaya Publishing House, Delhi                     |

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