

## 502. RESEARCH METHODOLOGY

1. Research: Definitions, Importance, Types, Steps in Research Methodology.  
Defining Research Problem and Techniques Involved in Defining.
2. Sampling Design, Types of Sample, Measurement Scale, Test of sound Measurement.
3. Sampling Theory, Statistical Inference – Estimation and Hypothesis Testing, Test of Significance of Large Samples.
4. Test of Significance of Small Samples and Chi Square Test.
5. Analysis of Variance and Non-Parametric Test: Sign Test, Run Test and Median Test.

### **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.