

Research Methodology

Research Processes, Types of Research, Designing of Research.

Types of data and various methods of collecting data, Questionnaire construction, Attitude Measurement, Coding, editing and tabulation of data, Presentation of Data, Measures of Central tendency, Measures of variation and Skewness

Sampling: Theory and designing, Sampling methods and planning, sampling Distribution.

Hypothesis testing, Chi Square Testing, bi-variate and multivariate methods of data analysis, such as, Factor Analysis, Discriminant Analysis, Conjoint Analysis, Canonical Correlation Analysis and Cluster Analysis.

Research report preparation: Guidelines and principles for written report and use of tables and figures, Bibliography and Annexure in report.

Probability and Probability Distribution: Basic Concepts of probability, discrete probability Distributions, Continuous Probability Distribution, decision Theory

Forecasting Methods: Business Forecasting, Correlation, Regression, Time Series Analysis.