

Research Survey

Unit-I

Introduction– Meaning of Research; Objectives of Research; Types of Research; Research Process; Research Problem formulation.

Unit-II

Research Design: Features of a good design; Different Research Designs. Measurement in Research: Data types; Sources of Error; Tests of Sound Measurement.

Scaling: Meaning & classification; Important Scaling Techniques; Scale construction Techniques.

Unit-III

Sampling Design: Census and Sample Survey; Steps in Sampling design; Types of Sample designs- Probability and Non-Probability sampling.

Unit-IV

Methods of Data Collection- Primary versus Secondary Data; Collection of Primary Data; Guidelines for constructing questionnaire; Collection of Secondary data.

Processing & Analysis of Data Processing operations; Problems in processing; Types of Analysis; Descriptive measures [only theoretical]

Presentation– Diagrams; graphs; charts. Report writing; Layout of Research report.

Suggested Readings:

1. Gupta, S.P. : *Statistical Methods* (Sultan Chand)
2. Kothari, C.R. : *Research Methodology* (Wiley Eastern)
3. Krishnaswami; O.R. : *Methodology of Research in Social Sciences* (Himalaya Publishing House)
4. Salkind, N.: *Exploring Research* (Prentice Hall)