



# ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY

(ESTD UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)

RAJAMPET, Annamaya District, A.P – 516126, INDIA.

## RESEARCH METHODOLOGY (24CMGT01T)

### Unit 1: INTRODUCTION

Meaning and Significance of Research – Types of Research - Research Process – Problem Identification and Definition – Criteria for Good Research – Hypothesis: Null Hypothesis Vs Alternative Hypothesis, Hypothesis Formulation – Types of Variables.

### Unit 2: RESEARCH DESIGN AND SAMPLING METHODOLOGY

Meaning of and Need for Research Design – Types of Research Design – Nature of Sampling – Probability and Non-Probability Sampling Methods – Steps in Sample Design – Sample Size Determination and Approaches.

### Unit 3: MEASUREMENT AND SCALING TECHNIQUES

Nature of Measurement and Scaling – Measurement Scales – Scaling Techniques – Constructing, Drafting and Refining the Questionnaires.

### Unit 4: DATA COLLECTION, PROCESSING AND ANALYSIS

Sources of Data: Primary and Secondary Data – Data Collection Method – Processing and Analyzing Data.

### Unit 5: DATA PRESENTATION AND REPORT WRITING

Diagrammatic and Graphical Presentation: Techniques, Merits and Demerits – Report Writing – Types and Layout of Research Reports.

### Prescribed Textbooks:

1. Business Research Methods, Donald R Cooper and Pamela S Schindler, 9/e, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2009
2. Business Research Methods, William G. Zikmund, 7/e, Cengage, 2008.
3. Marketing Research Contemporary Approach, Dr. P. Naryana Reddy, Dr. GVRK Acharyulu, 2/e, Excel Books.
4. Research Methodology – Methods & Techniques, C.R. Kothari, 2/e New Age International, New Delhi. 2008

### Reference Books:

1. Research methods for managers' 3/e, John Gill & Phil Johnson, Sage Publications.
2. Research Methods for Business—A Skill Building Approach, Uma Sekaran, John Wiley & Sons (Asia) Pvt. Ltd, Singapore, 2003.
3. Methodology and Techniques of Social Science Research, Wilkinson & Bhandarkar, Himalaya Publishing House.
4. An Introduction to Management for Business Analysis, Speegal, M.R., McGraw Hill.
5. Research Methodology in Management, Michael, V.P., Himalaya Publishing House.
6. Research Methodology, Dipak Kumar. Bhattacharya, Excel Books, 2006