

Paper Code: 610101	Marks: 100	Credits: 3	Class Hours: 45
Paper Title:	Advanced Research Methodology		

1. **Introduction:** Concepts of Research-Research Process, Concepts of Research Design.
2. **Field Work:** The Nature of Field Work- Field Work and Data Collection Process- Selecting Fields Workers- Training Fields Workers- Supervising Fields Workers – Validating Fields Work- and Evaluating Field Workers.
3. **Data Preparation:** The Data Preparation Process- Questionnaire Checking – Editing – Coding- Transcribing- Data Cleaning – Statistically Adjusting the Data- Selecting a Data Analysis Strategy.
4. **Analysis Frequency Distribution, Cross Tabulation and Hypothesis Testing:** Statistics Associated with Frequency Distribution- Introduction to Hypothesis Testing – A General Procedure for Hypothesis Testing – Statistics Associated with Cross-tabulation- Cross- Tabulation in Practice- Hypothesis Testing Related to Differences- Parametric and Non-parametric Tests.
5. **Analysis of Variance and Covariance:** Relationship among Techniques – One –Way Analysis of Variance (ANOVA) – Statistics Associated with One- Way ANOVA- Conducting One-Way ANOVA- Illustrative Applications of One-Way ANOVA- Assumptions in ANOVA-Analysis of Covariance ANCOVA- Issues in Interpretation- Repeated Measures ANOVA- Nonmetric- Analysis of Variance- Multivariate Analysis of Variance.
6. **Correlation and Regression:** Product Moment Correlation- Partial Correlation- Nonmetric Correlation- Regression Analysis- Bivariate Regression.
7. **Introduction to Multivariate Analysis:** Multiple Regression- Discriminant Analysis- Factor Analysis- Cluster Analysis- Multidimensional Scaling and Conjoint Analysis.
8. **Report Preparation and Presentation:** Importance of the Report and Presentation- The Report Preparation and Presentation Process- Oral Presentation- Reading the Research Report- Research Follow-up.
9. **Practical:** Data Analysis Through Microsoft Excel or SPSS (30 Marks).

Recommended Books:

1. Doland Cooper, Pamela Schindler (2013) : *Business Research Methods, 12th Edition.*, Mc Graw Hill.
2. C. R. Kothari & Gaurav Garv, (2017). *Research Methodology: Methods and techniques*, 3rd Edition, New Age International Publishers
3. Naresh K. Malhotra (2016), *Marketing ResearchA An Applied Orientation*, 7th Edition, Prentice Hall Inc.New York.