

Stat-414 Research Methodology

100 Marks: 03 Credits

Number of Class: 35-40

Basic Concepts of Research: Meaning of research, objectives, importance of research methodology, difference between research project and research program, concepts, meaning and fundamental difference between method and methodology, concepts of theory, proposition, research hypothesis and research objectives, research design and research methodology.

Types of Research: Fundamental, applied, action, experimental, descriptive etc.

Approach of Research: Qualitative and quantitative methods of obtaining qualitative and quantitative data, interviews, focus group discussion (FGDs), PRA etc.

Research Tools: Questionnaire and its types, development of questionnaire, desirable properties, pre-testing of questionnaire, in-depth interview, questionnaire/guideline, FGD guideline, PRA guideline.

Research Proposal: Concept of research proposal, types of research proposal, major points for writing a research proposal.

Evaluation Research: Baseline, on-going, end-line evaluation, indicator variables, properties, process of selection.

Data Used for Research: Primary and secondary data, their relative merits and demerits.

Sampling and Non-sampling Errors: How to remove or reduce these errors, quality control mechanism for reducing non-sampling error.

Preparation of Data: Stages of data preparation process, preliminary plan of data analysis, questionnaire checking editing, coding, transcribing, data cleaning, statistically adjusting data, frequency distribution, cross tabulation.

Project/Program: Its component (Inputs, Process, output and outcome)

Report Preparation and Presentation: Detailed study about important steps of preparing a report, guidelines for tables and graphs; Viva-Voce presentation, reading research report, research follow-up.

Text

1. Malhotra,N.K(2006): *Marketing Research*, 4th Ed, Pearson Education, Singapore.
2. Kothari ,C.R.: *Research Methodology*.

References

1. Baabbie,F.: *The Practice of social Research*, 10th Edition, Thomson, Wadsworth.
2. Bailey: *Social Research Methods*
3. Dooley, D. (2002): *Social Research Methods*, 4th Ed ,Prentice Hall, India.
4. Islam, M.N: *An introduction to Research Methods*. Book world
5. Krisaaswami and Raaganatham: *Methodology of research in social sciences*.
6. Palmor,J.O.: *Statistical methods in research*.
7. Zikmund, W. G. (2009): *Business Research Methods*, 7th edition, South-Western Pub.