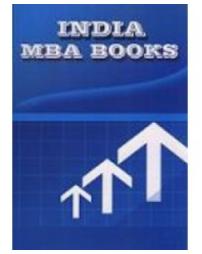
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PREVIEW OF CHAPTERS SYLLABUS

Research Methodology

Unit-I

Research – Qualities of Researcher – Components of Research Problem – Various Steps In Scientific Research – Types of Research – Hypotheses Research Purposes -**Research Design – Survey Research – Case Study Research. Unit-II Data Collection – Sources of Data – Primary Data – Secondary Data - Procedure Ouestionnaire – Sampling Methods – Merits and Demerits – Experiments – Observation Method – Sampling Errors - Type-I Error & Type-II Error. Unit-III** Statistical Analysis – Introduction To Statistics – Probability Theories – Conditional Probability, Poisson Distribution, Binomial Distribution and Properties of Normal Distributions – Hypothesis Tests – One Sample Test – Two Sample Tests / Chi-Square Test, Association of Attributes - Standard Deviation - Co-Efficient of Variations. **Unit-IV** Statistical Applications – Correlation and Regression Analysis – Analysis of Variance – Partial and Multiple Correlation – Factor Analysis and Conjoint Analysis – Multifactor Evaluation – Two-Factor Evaluation Approaches.

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