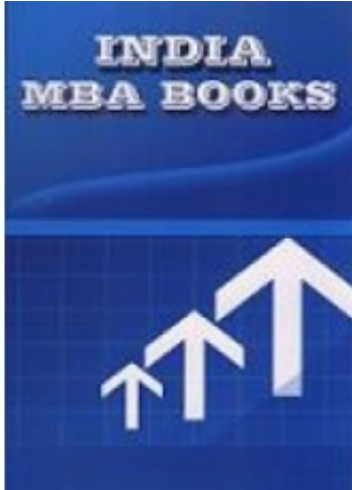


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UNIT-II Types of Scale, *Scales for Stimuli* – Thurstone's Case-V Scale model, Osgood's Semantic differential scale, *Scaling Respondents*- Likert scale, Q-sort scale. Sampling Methods – probability sampling methods (Simple random sampling with and without replacement, Cluster sampling, stratified sampling), Non-probability sampling methods- convenience sampling, judgment sampling, quota sampling, snowball sampling.

Basic statistical measures- mean, median, mode, standard deviation, co-efficient of variation

Probability- definition, Approaches to probability, Conditional probability, **Probability distributions**- Binomial; Poisson; Uniform; Exponential; Normal.

UNIT-III Point and Interval Estimates of Means and Proportions; *Testing of Hypothesis* – One sample and Two Samples Z & t tests for means and variances, *Chi-Square Test*- for testing independence of categorized data; goodness of fitness test, Time series analysis.

Non-parametric tests – one sample sign test, Kolmogorov-Smirnov test, run test, two sample sign test, two sample median test, Mann-Whitney U test

UNIT-IV Multivariate analysis- Correlation coefficient for ungrouped data; grouped data, rank correlation, auto-correlation, Multiple regression.

ANOVA – Completely Randomized Design, Randomized Complete Block Design, Latin Square Design, Factorial Design. Introduction to Discriminate Analysis, Cluster Analysis, Factor Analysis and Conjoint Analysis.

UNIT-V Types of report- technical report, survey based report, Guidelines for reviewing draft, Report format – Typing instructions, oral presentation, Introduction to SPSS.

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