

Contents

		xi
	Preface	
,	INTRODUCTION OF RESEARCH METHODOLOGY	ı
••	Introduction	1
	Meaning of Research	3
	Definition	4
	Social Science Research	5
	Scientific Research	7
	Asking a Question	8
	Business Research	10
	Product Analysis	11
	Research Method	13
	Research Methodology	15
	Types of Research	16
	Case Study	27
	Steps in Case Study Method	28
	Limitations of the Case Study Method	29
	Research Process	30
	Target Audience of the Research	34
	Qualities of a Good Research	35

ri	Research Methodology for Commerce and	Management
	Uses/Benefits of the Research	36
	Limitations of the Research	38
	Model Questions	40
2	. RESEARCH PROBLEM AND ETHICS	41
_	Introduction	41
	Research Problem	42
	The Role of Research Problems in the	43
	Research Process Selection of a Research Problem	44
	Source of the Research Problem	47
	Defining the Research Problem	48
	Sub-Problem	50
	Statement of the Problem	50
	Examples of Statement of Problems	52
	Ethics in Research	54
	Model Questions	62
3	. RESEARCH DESIGN	63
	Introduction	63
	Research Design	63
	Definition of Research Design	64
	Components of the Research Design	64
	Model Questions	68
4.	SAMPLING	69
	Introduction	69
	Sampling	70
	Population	70
	Sampling Frame	71
	Sampling Design	72
	Steps in Sampling Design	72

Lontents	vii
Types of Sampling	70
Simple Random Sampling	73
Complex Random Sampling	76
Sampling Error	78
Type I and Type II Errors	84
Non-sampling Error	85 86
Merits of Sampling	88
Limitations of Sampling	89
Model Questions	91
5. DATA COLLECTION	
Introduction	92
Concept of Data	92 93
Data Collection	93
Sources of Data Collection	94
Primary Data	95
Advantages of Primary Data	95
Limitations of Primary Data	96
Methods of Primary Data Collection	98
Observation Method	98
Types of Observation	99
Merits of Observation Method	100
Limitations of the Observation Method	101
Interview Method	102
Types of Interview	103
Merits of Interview	105
Limitations of Interview Method	106
Questionnaire Method	107
Essential Elements of a Questionnaire	108
Construction of Questionnaire	108
Design of Postal Questionnaires	110

ii	Research Methodology for Commerce and Mana	gement
	Pilot Survey or Pre-Test	112
	Methods of Administering Questionnaire	113
	Advantages of Questionnaire	114
	Limitations of Questionnaire	114
	Model Questionnaire	116
	Questionnaire Model II	119
	Interview Schedule Method	123
	Merits of Schedules	123
	Limitations of Schedules	124
	Model Interview Schedule	126
		132
	Diaries Carandamy Data	133
	Secondary Data	133
	Published Sources	135
	Unpublished Sources Selection of Appropriate Method for Data	
	Collection	135
	Difference Between Primary and Secondary Data	136
	Model Questions	138
6	DATA ANALYSIS AND INTERPRETATION	139
	Introduction	139
	Data Analysis	140
	Processing of Data	141
	Data Interpretation	143
	Tools of Data Analysis	146
	Measures of Spread	150
	Quartile Deviation	151
	Standard Deviation	152
	Inferential Statistics	156
	Parametric Statistics	157

ontents	ix
Non-parametric Statistics	157
Software Packages for Analysis	161
Model Questions	163
7. HYPOTHESIS	164
Introduction	164
Meaning	165
Definition	165
Qualities of a Good Hypothesis	165
Types of Hypothesis	166
Sources of Hypothesis	166
Steps in Testing of Hypothesis	167
Tools for Testing the Hypothesis	168
The Sign Test	180
Multiple Regressions	181
Multiple Discriminant Analysis	182
Multivariate Analysis of Variance	183
Canonical Correlation Analysis	184
Factor Analysis	184
Cluster Analysis	187
Measurement and Scaling Techniques	188
Multidimensional Scaling	198
Model Questions	202
8. RESEARCH REPORT	203
Introduction	203
Qualities of a Good Research Report	204
Target Audience of Research Report	205
Steps in Drafting Research Report	205
Appendix	210
Bibliography	210
Footnote	213
1.436764676	