



**Ph.D Entrance Exam-IURAT
Indus University
Syllabus
Research Methodology (RM)**

Course Content	Topic
Module-I	Research Methodology and Design: Meaning, Objectives, Types of Research, Research Approaches, Significance of Research, Research Process, Criteria of Good Research, Meaning of Research Design, Features of a Good Design, Classification of Research Designs, Measurement and Scaling: Introduction, Scales of Measurement, Questionnaire Design Process
Module-II	Sampling and Data Collection: Sampling, Sampling Design Process, Sampling Methods, Methods of Data Collection, Primary and Secondary Data, Survey Methods, Classification of Survey Methods
Module-III	Analysis of Data: Statistics in Research- Measures of Central Tendency, Dispersion, Simple Regression Analysis, Multiple Correlation and Regression, Hypothesis Testing and its procedures, Parametric & Non-Parametric tests (Anova, Z Test, t Test, Chi Square)
Module-IV	Interpretation and Report Writing: Organization of the Written Report, Tabular Presentation & Graphical Presentation of Data, Types of Reports
Referenc Books:	<ol style="list-style-type: none"> 1. Marketing Research - An Applied Orientation; Naresh K Malhotra and Satyabhushan Dash; Pearson Publication. 2. Business Research Methods- Naval Bajpai Pearson Publication 3. Business Statistics - For Contemporary Decision Making; Ken Black; Wiley Publication. 4. Research Methodology: Methods and Techniques - C. R. Kothari, Publisher New - Age International 5. Research Methodology by Deepak Chawla & Neena Sodhi S. Chand Publication 6. Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000. 7. Gupta, S.P. <i>Statistical Methods</i>, 30th ed" Sultan Chand,

	New Delhi 8. Research Methodology For Engineers by R. Ganesan MJP Publishers ISBN: 9788180941108, 8180941108
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