

**Pre Ph.D. Entrance Examination- Syllabus  
Management - Research Methodology**

**Unit:1**

Research – Meaning – Purpose – Types of Research – Significance of Research in Social and Business Sciences- Steps in Research: Identification, Selection and Formulation of Research Problem – Research Questions – Research Design – Formulation of Hypothesis – Review of Literature.

**Unit: 2**

Sampling Technique: Sampling Theory – Types of Sampling – Steps in Sampling – Sampling and Non-sampling Error – Sample Size – Advantages and Limitations of Sampling- Data for Research: Primary data – Meaning – Collection Methods – Observation – Interview – Questionnaire- Schedule – Pre-test – Pilot study – Secondary data – Meaning, Relevance, Limitations and Cautions.

**Unit: 3**

Processing of data: Checking – Editing – Coding – Transcription and Tabulation – Data analysis – Meaning and Methods – Quantitative and Qualitative analysis- Measurement in Research: Scale, Sources and Tests of Sound Measurement – Technique of developing Measurement tools – Scaling: Meaning and Scale Construction Techniques.

**Unit: 4**

Statistics in Research: Measures of Central Tendency, Measures of Dispersion, Measures of Relationship: Correlation, Regression, Association of Attributes – Testing of Hypotheses – Chi-square Test – Analysis of Variance (ANOVA and ANOCOVA).

**Unit: 5**

Report Writing: Meaning, Types and Contents of Research Reports –Principles of good report writing- Structuring the Report: Chapter format – Pagination – Using quotations – Presenting Footnotes – Abbreviations – Presentation of tables and figures – Referencing – Documentation – Use and format of Appendices – Indexing.

**References:**

- Goode, W. J., & Hatt, P. K. (2017). *Methods in Social Research* (1st ed.). Asia Law House.
- Gupta, S. P. (2019). *Statistical Methods*. Sultan Chand and Sons.
- Kothari, C. R., & Garg, G. (2019). *Research Methodology Methods and Techniques* (4th ed.). New Age International Publishers.
- Krishnaswami, O. R., & Ranganatham, M. (2016). *Methodology of Research in Social Sciences*. Himalaya Publishing House.