

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
STAT-406	Research Methodology	2	VII
Year	Discipline		
4	Statistics		

Course Outline

1. Introduction: Definition of Research, Types and Methods of Conducting Research, Census and Survey, Sampling frame, Types of errors in surveys (coverage, non-response, measurement, errors etc.) and methods of control of such errors, Steps for successful surveys.
2. Types of Surveys: Qualitative and Quantitative survey, Assessments survey, Marketing survey, Evaluation of a survey.
3. Methods for conducting a Survey: Mail surveys, telephone surveys, face to face surveys, and drop off surveys.
4. Sample size: Various methods of sample selection, sample size and its practical difficulties.
5. Constructing a questionnaire for different types of surveys.
6. Scaling Techniques.
7. The analysis of Data.
8. Style and Format of report writing.
9. Preparing the report.

Recommended Books:

- Salant, P. and Dillaman, D.A. "How to conduct your own survey", John Wiley and Sons, Inc. 1994.
- Goode, W. J. and Hatt, P. K. "Methods in Social Research", McGraw-Hill Book Company, Inc.
- Gupta, S. "Research Methodology and Statistical Techniques", Deep & Deep Publication, New Delhi, 1997.
- Dalemius T. "Elements of Survey Sampling" SAREC, Stockholm, 1985.

Reference Books

- Grosh, Margaret, “Designing Household Survey Questionnaires for Developing Countries”, World Bank, New Age Int. 1999.
- Kish, Leslie, “Survey sampling”, Wiley 1995.
- Barnett Vic, “Sample Survey”, Arnold London, 2002.
- Gupta S. “Research Methodology and Statistical techniques” Deep & Deep Pub. New Delhi 2003.