

Syllabus for Ph.D. Admissions Written Test

'Research Methodology' Syllabus

Research Methodology: Role of Management Research; Research process; Secondary data research; Exploratory, descriptive and experimental research; Qualitative research methods, Survey methods, observational methods; Types of Variables, Scales and measurement; Questionnaire design, Sampling design and procedures; Field work, Data processing and analysis.

*Docem*