

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

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Syllabus of Entrance Examination for the Admission in Ph.D Programme Research Methodology for Business (Common to all Departments of SBMS)

UNIT – I: Research: Nature & Concept

- Nature of Scientific Methods and its Application to Management
- Applications of research in Finance, HRM, Marketing, Operations Management and Entrepreneurship etc.

UNIT – II: Research Process and Sampling

- Steps in the Process of Research - Problem Selection, Formulation and Planning
- Problem formulation: Identification Probable Issue for Research, Selection Specific Research Issue, Formulation of Objectives, Clarifying the Objectives.
- Probability Sampling: Simple Random Sampling, Proportionate and Disproportionate Stratified Random Sampling, Cluster Sampling.
- Non-Probability Sampling: Accidental Sampling, Quota Sampling, Purposive Sampling, Snowball Sampling.

UNIT – III: Hypotheses, Methods and Tools of Data Collection

- Hypotheses: Nature, Characteristics, Sources & Types
- Statistical Inference: Point and interval estimates, Parametric and Non Parametric Tests
- Tools of Data Collection: Primary & Secondary, Observation, Interview Schedule, Questionnaire, Types and Formats.
- Secondary data sources

UNIT – IV: Research Designs

- Research Design: Concept and Types
- How to write effective research paper

UNIT – V: Statistical Analysis

- Graphic and Diagrammatic Presentation, Descriptive Statistics and Inferential Statistics
- Regression: Simple, Multiple
- Factor Analysis, conjoint Analysis, Discriminant analysis.