

RESEARCH METHODOLOGY MCOM 2ND KU

UNIT 1

Q1:- Introduction?

Research Methodology refers to the systematic process used to collect, analyze, and interpret information to increase understanding of a topic or issue. It provides a framework for conducting research in a logical and scientific way. Research means a careful investigation or inquiry through search for new facts in any branch of knowledge. Derived from "re" (again) and "search" (to find), it means to search again — a systematic effort to gain new knowledge.

Objectives of Research

- 1.To discover new facts or verify old ones.
- 2.To understand relationships between variables.
- 3.To find solutions to problems.
- 4.To develop new theories or test existing ones.
- 5.To aid decision-making and policy formulation.

Research Process

- 1.Identification of the Problem – Define what to study.
- 2.Review of Literature – Study previous research.
- 3.Formulation of Hypothesis – Develop assumptions or propositions.
- 4.Research Design – Plan the structure of the research.
- 5.Data Collection – Gather relevant information.
- 6.Data Analysis & Interpretation – Use statistical tools to analyze data.
- 7.Conclusion & Recommendations – Draw results and suggest improvements.
- 8.Report Writing – Present findings in a systematic way.

Research Design

A research design is the blueprint for conducting research — it specifies methods for data collection, measurement, and analysis.

Types:

- 1.Exploratory
- 2.Descriptive
- 3.Experimental

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Patrick Vollmar



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