



## Research Methodology, 1/e

Gopal Singh Latwal

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### About the Book

This book has been designed to serve the postgraduate and undergraduate students. This book contains twenty-one chapters, divided into five parts. Part I deals with research methodology, and variables. Part II deals with research processes, which include research problem, research design, questionnaire design, and reliability and validity. Part III covers measurement & sampling that deals with sampling techniques, sample size, source of data collection, attitude measurement scales, etc. Part IV is data analysis techniques which elaborately discuss various parametric and non-parametric tests with illustrations the last part (Part V) of the book covers computerized data analysis and report preparation.

This book contains a comprehensive and authentic description of the course contents. The concepts are well explained with the help of key terms, processes, and illustrations. The techniques, key terms, caselets/case exercises, data analysis using Excel, and solved examples, will definitely help the students to have in-depth knowledge of the subject. This book explains how to design research questions, develop a survey questionnaire, and solve issues of sampling, data collection and data analysis. The text is well illustrated through tables and diagrams.

### Salient Features

Complete coverage of research methodology  
 Key terms, illustrations, and review questions  
 Flowchart is used to present the process  
 Extensive coverage of parametric and non-parametric statistical data analysis using formulas  
 Special chapter on data analysis using MS-Excel  
 Caselets/case exercises on critical issues of research methodology  
 Glossary to make familiar with all the terms of the subject.

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2. Variables
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#### **About the Author**

**Gopal Singh Latwal** :- is Associate Professor, Department of Management, Institute of Information Technology and Management, New Delhi (affiliated to Guru Gobind Singh Indraprastha University, Dwarka, New Delhi.) He is MBA in Marketing and has received a Ph.D. in Management from Jai Narain Vyas University, Jodhpur. Dr. Gopal has fifteen years of academic experience. He is teaching Research Methodology, Business Research Methods, Marketing Research, Marketing Management, Sales Management and Service Marketing to the students of MBA, BBA and B.Com (H). He has two books to his credit and published a number of research papers and case studies in journals and presented papers in various national and international seminars/conferences. He is on the editorial team of the *IITM Journal of Management and IT*. Dr. Gopal has done consultancy for the industry. He regularly delivers lectures in faculty development programmes and has successfully conducted many workshops on SPSS and research methodology. Dr. Gopal is a life member of Centre for Education Growth and Research (CEGR).