RESEARCH METHODOLOGY

The various aspects of research methodology based on the pilot study are:

1. Research Area

Mumbai University

2. Sample size

Due to time and cost constraint, the research would be confined to the 25 management college. The sample will consist of 33% of total universe. 14 students will be selected from each of the 25 management institutes for the collection of primary data. Thus total sample size will be 350 students. In case need arises, further to establish the hypotheses, opinions from the employees of the other institution will be tapped.

3. Research design

In this case, a descriptive research and casual research design study will be used to study the relationships in question. Descriptive research facilitates the study to obtain accurate and complete information regarding a concept or a situation or a practice. Therefore survey method will be followed for the study.

4. Data Analysis

Data collected through questionnaire will be tabulated using Excel and SPSS software, interpretation of data will be based on tabulation and analysis. Statistical methods will be used for data analysis. Such as Mean, percentage, standard deviation, correlation etc. the hypothesis will be tasted with the help of statistical technique, such as CHI-square test. The conclusion will be drawn on the basis of data analysis.
5. Method of Data Collection

For present study both primary and secondary data will be considered. Considering the nature of respondents, the following techniques of collecting primary data would be used:

<table>
<thead>
<tr>
<th>Method</th>
<th>Utility</th>
<th>Justification</th>
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<tbody>
<tr>
<td>Questionnaire</td>
<td>Questionnaire method is used to collect first hand basic information regarding profile of various categories of respondents mentioned above and collecting qualitative data which cannot be extracted otherwise from secondary sources.</td>
<td>Questionnaire will help to extract opinions of respondent about the relevance of internship programmes offered to interns during or on completion of MMS programme.</td>
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<td>Opinionnaire</td>
<td>Opinionnaires are used to check the authenticity and relevance of data collected through questionnaire. Opinionnaires also provide greater insight in to the problem under consideration.</td>
<td>Opinionnaire will help to get opinions of experts and academicians on the relevance of internship programmes and their contribution to the employability of MMS students.</td>
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Secondary data will be collected from books, journals, magazine, reports and websites. For this purpose the use of library and internet will be made.

6. Statistical Analysis

(a) Scaling Techniques: Scaling describes the procedures of assigning numbers to various degrees of opinion, attitude and other concepts.

(b) A popular and appropriate statistical method will be adopted for achieving the objectives of the study and to find out the relevance of hypothesis.