RESEARCH METHODOLOGY

Research is a scientific endure. The present study explores and analysis the various problems faced by the PSEs due to privatization. In the present study an attempt is made to follow systematically the logical process of reasoning -

Research Design: There are various methods of conducting research. The present study is an exploratory in nature to provide a clear understanding of the impact of privatization on PSEs particularly the MTNL. It is also a descriptive research where focus is on fact finding investigation with adequate interpretation. The method of conducting the research is analytical and descriptive, therefore survey method is followed in this study.

Data Collection: The study is based on primary as well as secondary data. Extensive literature survey connected with the topic has been planned. Primary data will be collected from the customer of MTNL with the help of structured questionnaire. Open ended as well as close ended question will be included in the questionnaire.

Secondary data will be collected from books, journals, newspaper, annual reports & govt reports.

Sampling:
As the primary data will be collected from the customer of MTNL, the universe of the sample will be the customer of MTNL in Mumbai. Thus the area of study will be the city of Mumba.
The sample will be selected on random basis.
However stratified random sampling method will be followed for selecting the samples. The samples will cover male and female, employed and business man/professionals and from the city as well as suburban areas.

The size of the sample will be 600 MTNL customers.

**Data Analysis** : The data collected will be tabulated and analyzed with the help of computer software. Various statistical methods will be used for analysis of data, such as mean, percentage, co-relation, standard deviation etc. The data will also be interpreted for drawing conclusions. The hypothesis will be tested with the help of a suitable statistical techniques such as Chi-Square. A few suggestion will be made at the end inorder to improve the performance of the PSEs in future.