Research Methodology

For the purpose of the present study the resources shall collect both primary and secondary data:

9. Primary data

The primary data shall be collected by using following sources:

i) Interviews with employee and officials of manufacturing industries
ii) Select marketing officer shall be provided with structured questionnaires
iii) Annual reports of the company
iv) Document of HR department of the company

2) Secondary data

The secondary data shall be collected from following sources:

i) Books on marketing strategy & automobile industry
ii) Information about market environment, automobile industry or global & Indian level

12. A: - Sources of data collation:

The researcher has collected data from two sources i.e. i) Primary Sources: -The data is collected through observation and questionnaire method.

ii) Secondary Sources: - The researcher used reference books, articles, news papers, and websites relating to industrial relation for the collection of secondary data.

A) Primary Data: - In order to get first hand and authentic data the researcher has used the following methods.
1. Observation Method: In order to study the effectiveness of present industrial relation system the researcher has observed various manufacturing industries. This method helped to collect unbiased information.

2. Questionnaire Method: - The researcher has systematically framed the questionnaire to collect the data. Basically three questionnaires were framed one for employee and officers respectively. Objective type the questions were framed with multiple choices.

B) Secondary Data:-

Secondary data was collected through various published sources i.e. reference books, journals, newspapers, reports, records available with this market.

1. Reference books:-the researcher has gone through various reference books related to Human resource management. He has referred more than 10 reference books of relating subject.

2. Articles: - The researcher has referred various articles published in reputed journals more than 15 articles have been referred relating human resource management practices, industrial relation etc.

3. Websites Related to Marketing: - The researcher has gone through various websites relating to human resource management practices, industrial relation through internet to know the current development in human resource management practices, industrial relation field.

12. B: - Sample size of the study:

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name</th>
<th>No. included in the</th>
<th>No. to whom questionnaire sent</th>
<th>No. of responses</th>
<th>Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sample frame</td>
<td>received</td>
<td>Used</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>--------------</td>
<td>----------</td>
<td>-----------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Officers</td>
<td>350</td>
<td>350</td>
<td>300</td>
<td>Random sample method</td>
</tr>
<tr>
<td>2</td>
<td>Regional Managers</td>
<td>600</td>
<td>600</td>
<td>500</td>
<td>Random sample method</td>
</tr>
</tbody>
</table>

**Criteria of sample selection:**

For the purpose of the present study the researcher has considered the following classes of respondents

**Officers:** The population of HR officers in the area under study is limited. As such the researcher shall select representative sample which is 300.

**Employee:** A representative sample is 500 employee who facilitate the many facilities for development of human resource practices covered in the study.

**Justification:**

The above sample size is justified on the following grounds:

**Officers:** The population of HR officers in the area under study is limited. As such the researcher shall select representative sample which is 300. It is enough to cover the different facts of industrial relationship factors from these officers.
**Employee**: A representative sample is 500 employee who facilitate the many facilities for development of human resource practices covered in the study. This sample of 500 respondents shall help to know their views and opinions as to the merits and limitations of industrial relation.

**Method of analysis and Statistical Tools Used:**

All completed questionnaires were scrutinized carefully; the list of required tables and output was prepared. After thorough discussion with computer experts, programme for computerization was prepared and finally all data were computerized with great precaution to avoid errors in computerization. After getting data computerized they were presented in different tables with the help of **SPSS** software. **Mean, Mediation, variance, mode and distribution are calculated.** The statistical tools like **tabulation, average, percentage, std. deviation, mean, are used for analyzing the data.**