Research Methodology

1. Sources of Data

There will be two sources of Data

- Primary Data - Where primary sources will be collected from management graduates (MBA students), B- schools faculty and industry people.
- Secondary Data – Secondary data will be collected from books, magazines, articles and journals.

2. Collection of Data

With the intention to collect necessary data from the samples units, schedule method is to be follow under which both close-ended as well as open ended questions will be prepared.

3. Sampling Method

Stratified random sampling method will be used.

4. Sample Size ; 300

5. Data Analysis Techniques T – test and Z – test will be used.

6. Statistical Tool

Hypothesis of the study can be tested by using inferential analysis which is often known as Statistical analysis i.e. statistical averages.
**Work Plan (Chapter Scheme)**

1. Type of Research - Exploratory and Descriptive Research  
2. Research Design and Research Proposal  
3. Conducting Literature Review  
4. Initiating Research work through Hypothesis  
5. Secondary Research Collection  
6. Developing Questionnaire  
7. Primary data collection on questionnaire  
8. Analysis & Interpretation of the collected data  
9. Testing the hypothesis  
10. Drafting the thesis