

# **Rukmini Devi Institute of Advanced Studies**

**Madhuban Chowk, Rohini, Delhi-110085**

**(Approved By AICTE &Affiliated With GGSIP University)**

## **DOSSIER**

**On**

**“Research Methodology and its application in  
Management with special reference to Marketing  
Research”**

**On**

**March 11, 2013**



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## **FORM A**

### **Proposal:**

- **Name of the event to be organized:** Guest lecture on “Research Methodology and its application in Management with special reference to Marketing Research”.
- **Date:** March 11,2013
- **Venue:** Lecture Theatre
- **Motivation for the activity:** The main objective of the initiative was to provide necessary training in designing a research paper. Research Methodology is the fundamental requirement in education as it helps in uplifting the quality of lectures delivered, projects supervised, papers written and publications contributed in the best of journals. It also aims at development of effective technical writing skills.
- **Organized By :** MBA Department

## **FORM B**

### **Part 1**

Aim of the Research Methodology program was:

- To develop research aptitude in the faculty members.
- Provide necessary training in designing a research paper.
- Understand the steps involved in conducting research.
- To learn about different research methodologies and understand how to use appropriate methods in formulating.
- Development of effective technical writing skills.

Aim of Marketing Research was :

- It helps firms to discover consumers' opinions on a huge range of issues, e.g., views on products' prices, packaging, recent advertising campaigns.
- Reduce the risk of product/business failure
- It not only provide information regarding the current state of the market but it can also be used to anticipate future customer needs.

### **Part 2**

#### **Abstract:**

The session was commenced by the speaker with explaining the basic concept of Research methodology and the purpose of conducting the research. In this, speaker covered the various aspects of a research problem and the process of conducting the research. The research process is similar to undertaking a journey. For a research journey there are two important decisions to make-

1) What you want to find out about or what research questions (problems) you want to find answers to;

2) How to go about finding their answers.

Sir, then explained that there are practical steps through which one must pass in their research journey in order to find answers to the research questions. The path to finding answers to your research questions constitutes research methodology. At each operational step in the research process we are required to choose from a multiplicity of methods, procedures and models of research methodology which will help us to best achieve your objectives.

The speaker also discussed the steps followed in research process as follows:

**1. Formulating the Research Problem-** The first and most crucial step in the research process is to decide what you want to find out about. The way you formulate a problem determines almost every step that follows. The steps for formulation of research problem are :

**Step 1** - Identify a broad field or subject area of interest to you.

**Step 2** - Dissect the broad area into sub areas.

**Step 3** - Select what is of most interest to you.

**Step 4** - Raise research questions.

**Step 5** - Formulate objectives.

**Step 6** - Assess your objectives.

**Step 7** - Double check.

**2. Extensive Literature Review-** Literature review is integral part of entire research process and makes valuable contribution to every operational step. It is essential preliminary task in order to acquaint yourself with the available body of knowledge in your area of interest.

**3. Developing the objectives-** Objectives are the goals we set out to attain in our study. They inform a reader what you want to attain through the study. It is extremely important to word them clearly and specifically.

**The speaker also highlighted the main objectives of research methodology that should be listed under two headings:**

**a) Main objectives (aims) -** It is an overall statement of the thrust of your study. It is also a statement of the main associations and relationships that you seek to discover or establish.

**b) Sub-objectives -** It includes the specific aspects of the topic that you want to investigate within the main framework of your study. They should be numerically listed. Wording should clearly, completely and specifically communicate to your readers your intention.

**3. Preparing the Research Design including Sample Design-** Research design is the conceptual structure within which research would be conducted. The function of research design is to provide for the collection of relevant information with minimal expenditure of effort, time and money. Speaker then went on to explain how to determine sample design. Researchers usually draw conclusions about large groups by taking a sample. Ideally, the sample should be representative and allow the researcher to make accurate estimates of the thoughts and behaviour of the larger population. Speaker then throw light on designing the sample calls which includes 3 decisions: 1. Who will be surveyed i.e. the sample 2. How many people will be surveyed i.e. sample size 3. How the sample should be chosen i.e. sampling.

**Sir, then explained the types of sampling used in research such as:**

1. **Probability Sampling-** In this, sir also discussed simple random sampling, stratified random sampling, cluster sampling.
2. **Non- Probability Sampling-** In this, Convenience sampling, Judgment sampling and quota sampling were also discussed by the speaker.

**4. Collecting the Data-** The following data collection methods discussed by the speaker are as follows:

- **Observation Method-** It is the gathering of primary data by investigator's own direct observation of relevant people, actions and situations without asking from the respondent.
- **Survey Method-** Survey method make use of lists of questions asked of all respondents in the same way. It can be direct approach or indirect approach.
- **Experimental Method-** This method is also called Empirical Research or Cause and Effect Method, it is a data-based research, coming up with conclusions which are capable of being verified with observation or experiment. Experimental research is appropriate when proof is sought that certain variables affect other variables in some way.
- **Contact Method-** In Contact method, Information may be collected by: Mail, Telephone, Personal interview.

**5. Analysis of Data -** In this step, sir discussed that number of close operations are performed with the purpose of summarizing the collected data and organizing these in a manner that they answer the research questions (objectives). Data analysis methods discussed by the speaker are: Qualitative Data Analysis, Quantitative Data Analysis.

**6. Preparation of the Report or Presentation of Results** - Writing the report is the last, and the most difficult step of the research process. The report represents what we have done, what we have discovered and what conclusions we have drawn from our findings. Sir said that report should be written in an academic style. Language should be formal and not journalistic.

At the end, Sir discussed the fields where business research is often used:

- Market potentials
- Market share
- Market Segmentation
- Buying Behavior

### **Part 3**

#### **Conclusion:**

At the end of the session, all the participants were clear with the content and competencies required for writing a research paper and Journal articles. The lecture certainly added quality to the existing education system. The lecture helped the students to develop research aptitude and learn about different research methodologies and understand how to use appropriate methods in formulating.

**Kodak Moments**



**Guest speaker addressing the audience..!!**



**Patient audience..!!**