RESEARCH METHODOLOGY

SOURCES OF DATA

Primary Data-
The primary data will be gathered by using Interview Method of various service industries authorities and through distribution of questionnaires to various service industries.

Secondary Data-
The data will be collected through various sources like secondary data from various magazines, journals, scholarly articles, research papers and various authentic websites of various service industries.

SAMPLING

Sample Plan
Sample size is 500 respondents working in Aviation Industries, Automobile industries, hospitality Industries, Real estate, IT and financial institutions. Here the higher authorities (Top level and Middle level Managers) of service industries become the population.

i. Aviation Industries- 90 respondents
ii. Automobile Industries-90 respondents
iii. Hospitality Industries- 80 respondents
iv. Banking and Financial Institutions-140 respondents
v. Real estates- 50 respondents
vi. IT industries- 50 respondents

Sampling Technique/ Research Design
The sampling technique is Stratified Convenience Sampling. Here all the employees are taken into consideration. The population is divided into Top level and Middle Level Managers of Aviation Industries, Automobile industries,
Hospitality Industries, Real estate and Financial institutions which form Strata. The Research will be conducted on clear assumptions that the respondents would give frank and fair answers in a pragmatic way and without any bias.

**Tools of Analysis**
The data will be analysed by using MS-EXCEL and SPSS software to find out various trends and to draw the graphs for the interpretation of data.

**Hypothesis Test**
The hypothesis test would be done using Statistical methods as below

- **Parametric test**
  - i. F- Test
  - ii. Anova

- **Non Parametric test**
  - i. Chi-square test

**Research Area**
The research area will be Navi- Mumbai, Thane and Mumbai Region respectively.

**Mode of Data collection.**
The data will be collected through Interview method and through Questionnaires. The questionnaire has been prepared accordingly by which the data from different service industries will be collected.
SCOPE/UTILITY OF THE STUDY

The scope of the study is that there are various factors that affect the Indian economy but the researcher through this study wants to find whether the impact of global recession has affected the Indian economy severely or gradually decreases with new initiative policies. The utility of the study is to know how are the service industries growing after global recession in terms of exports, deposits, advances, customers and how are they contributing to the Indian economy in terms of GDP, reduction in inflation, rising of stock markets.
LIMITATIONS OF THE STUDY

1. The study is limited to major Service Industries of India. The major industries include Aviation Industry, Automobile industry, Hospitality Industry, Real estate and Financial institutions.

2. The period for collection of data is taken from 2005-2010.

3. The region is restricted to Navi Mumbai, Thane and Mumbai Region only.