**Research Methodology:**

The research shall be completed in a period of 2 years (i.e. 720 days).

**Universe:**

This research proposal shall be considered as a pilot study to have the rational assessment of existing Customer Satisfaction on Selected Service Industry and its policies. From the point of view, this project is undertaken as a model study. The universe for this project shall be restricted to:

1. Hotels
2. Restaurants
3. Tourism
4. Telecommunications
5. Banking

**Sample Size:**

- Time frame = 5 years (2005-2010)
- Sample Respondents = 50 respondents from each of the five selected industries.
- Total sample = 250 respondents.

The sample is well justified on the following grounds:

1. Sample size seems to be large and adequate.
2. Sample fairly represents the customer satisfaction in selected service industry under study.
3. The sample has considered the various service industries, which would be studied for the purpose of project.
4. Considering the sample size, various statistical as well as other techniques can be applied to evaluate the data.
**Research design:**

The proposed research is analytical in nature. It proposes to analyze and compare the degree of customer satisfaction in selected industries and will suggest means and methods of enhancing the same.

**Sampling technique:**

The research will make use of random sampling technique to select 50 respondents from each of the five selected industries.

**Sources of Data:**

The researcher will make use of both primary as well secondary data to achieve objectives and establish hypotheses.

1. Primary data will be generated from a closed ended questionnaire administered to 250 respondents selected randomly from different industries under consideration.
2. Secondary data will be sourced from government publications, trade journals of industries, research articles and annual reports of these industries.

**Tools of Analysis of Data**

Besides averages and bar diagram, appropriate statistical tools will be utilized considering the availability and nature of data.