RESEARCH METHODOLOGY

Research Area: The research is intended to be carried out in small and medium scale sector units situated in the Industrial areas nearby Pune city.

Research Design: Quantitative Descriptive Research as well as Exploratory Research

Sources of data:

Primary data: Small and Medium Scale Sectors in the Industrial areas nearby Pune city.

Research Technique: Survey Method
Survey Type: Interview of respondents
Research Instrument: Questionnaire

Secondary data: Secondary data can be obtained from various sources such as:

Government Publications
Industrial directories
Books & Periodicals

Sample design:

Sample Extent: Industrial areas nearby Pune city
Sample Size: 250 Units of Small and Medium Scale Sectors
Sample Element: Managers/ Owners of Small and Medium Scale Sectors
Sample Unit: Units of Small and Medium Scale Sectors
Sampling Technique: Simple random Sampling of Units of Small and Medium Scale Sectors Industrial areas nearby Pune city

Analysis of Data: Primary data will be analyzed through the following Statistical Methods-
Parametric Tests: t-test / z-test
Nonparametric tests: The Spearman Rank Correlation Coefficient test
Others Methods: Simple percentage Method and Weighted average method

CHAPTER SCHEME

Part – I Descriptive Analysis

Chapter I Introduction
Chapter II Review of Literature
Chapter III Conceptual Framework
Chapter IV Research Methodology

Part –II Analysis of Data

Chapter V Respondents’ Analysis – Findings and interpretations
Chapter VI Hypotheses Testing
Chapter VII Conclusion and Recommendations
References and Bibliography