

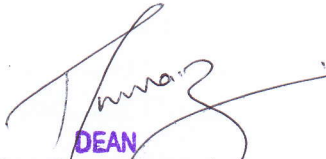
**DEPARTMENT OF BUSINESS ADMINISTRATION
FRANK & DEBBIE ISLAM MANAGEMENT COMPLEX
ALIGARH MUSLIM UNIVERSITY, ALIGARH**

SECTION-A

Research Aptitude and Methodology

Introduction to Business Research Methods; Stages in the Business Research Process; Classification of Business Research Designs; Types of Data and their Applications; Scaling Procedures; Questionnaire Design; Types of Sampling; Hypothesis Testing Concept & Procedures; Overview of Data Analysis Techniques; Research and Teaching Aptitude; Research Ethics; Overview of Higher Education System in India.

Note: Candidates are advised to visit the Ph.D. Ordinances & Regulations on www.amucontrollerexams.com for the pattern of the question paper.


DEAN
Mngt. Stud. & Research
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6/10/18