CHAPTER-III

RESEARCH METHODOLOGY

The sources and methods of collecting data, information, problems and analysis are discussed in this chapter. For the purpose the previous research studies were reviewed and secondary data was collected to enhance the understanding of the area and the development process. It was a process to make an assessment of the communication and soft skill development of the students of the business schools. Based on the understanding from literature review, the data needs were established and options for data gathering techniques were considered. Questionnaire survey was adopted to gather information regarding the problem of the study.

The present chapter is divided into two parts. In the first part, development of research model or plan of study, which highlights that why this study is planned or what is targeted to achieve and what needs to be done. It represents the whole picture of the study. Second part is the application of research plane in the field. This is the main part of the chapter. It also represents the tools and techniques used in implementing the research model.

The topic was selected as this area is grossly under researched and there is a need to inculcate the adequate and sharp communication and soft skills in students for the better career growth and placements.

The research is confined to the public administration departments and the subordinate departments in relation to the political influence on their working or functionality. So the review of the available public administration & politics and their importance and shortcomings and essential requirements in the field has been gathered.
**Objective of Research:**

1. To assess the impact of political environment on public administration
2. To understand the scope of improvement in public administration

**Significance of the study:**

This study is significant from the point of view of highlighting the political influence on public administration. We understand that to quite an extent politics and public environment are interlinked, almost overlapping and inseparable. It is important to understand the degree of influence and the impact of political environment on public administration. Many times it is seen that the orders from the public administration department are influenced by the political leaders or the ruling party. In theory, the public administrations should be independent of the political environment however in practice the scenario is different. The study will emphasize on the impact of political environment on public administration as well as give remedial measures are the same.
**Hypothesis**

A hypothesis is an assumption about the relationship between variables or the level of influence of independent variables on the dependent variable.

- Ha= political environment has an influence on the public administration
- Ho= political environment has no influence on the public administration

**Research Design**

Descriptive method is being used up in this research design. The research method for a study has different stages and strategies to work on the issue. The ways by which the data is collected are called research tools. These are important though different in different studies. Based on the nature of the study the most appropriate methods are used that can answer the questions related to the objectives and hypotheses of the study. In this study, the research tools are a combination of different techniques; primary data and secondary data have been used and analyzed using statistical techniques.

**Sample Method**

The most frequently used approaches for statistical analysis of survey data and estimation of input/output relationship using regression analysis are based on a simple random sample for data collection. A multi-stage procedure can greatly simplify construction of a sample frame, while ensuring that the survey population is adequately covered.

However, the conventional formulae yield biased population parameter estimates for samples that are not randomly selected. Alternative, and often far more complex formula are required to reduce or eliminate biases.
Sample Size

The primary data for the study is collected from the pre-tested interview schedule. The samples are chosen by the method of simple random sampling without sample replacement. 125 samples have chosen from the study area and collected samples were scrutinized to check the validity and found 5 questionnaires as defective and they are removed finally 120 sample was taken for the purpose of the study.

The sampling framework developed for the current study is multi-stage sampling method. In the first stage, the study area is selected which are the government departments in Mumbai city limits, second stage, the people representing political parties in Corporation were given more preference in the study areas.

Research Area

The Research areas are the public administration departments in Mumbai Region within the limits of BMC. Mumbai is the financial capital of the country and is a very important terms of the political holding it has. The public administration departments play a key role as the other corporations tend to follow the BMC.

All the participants in this research are connected to the public administration departments or political parties.

The participants include both male and female, belongs to different age groups, educational qualifications, occupations, levels of income, type of living place, tenure of business, problems faced, market segmentation etc. All the participants belong to Mumbai city and some way or the other related to politics or public administration.
**Collection of Data**

The collection of data consists of primary data. The primary data is collected by floating a structured questionnaire. The discussions opinions and interactions with the people would provide a better understanding of the problems faced by the personnel of the public administration departments.

In course of preparation of the thesis, exploratory studies have been undertaken. In the ambit of exploratory research strategy, detailed search of the literature has been carried out. Literature review has been performed in order to form the secondary data.

Apart from documentary sources viz.-books, journals, reports of various committees constituted to look into public administration; multiple sources like area based sources viz.-government reports, budget documents and time-series based sources like statistical reports published by government have also been consulted. Tertiary literary sources called search tools have been used to locate relevant secondary literature.

The structured questionnaire consists of 15 questions.

**Statistical Methods:**

The classified data were subjected to the statistical method of analysis. Data collected from the survey is analysed using various statistical techniques by IBM SPSS Ver 20. The statistical methods adopted consisted of Simple Arithmetic mean, coefficient of contingency, and for testing Null hypothesis Chi-square test and One-way Anova were adopted.

The data and methods were classified in different tables and chi-square tests of different null hypothesis are given in the technical analysis of the subject.
Methods of Reporting

The research reporting text consists of graphs, tables, bar diagrams, line diagrams, pie charts for effective understanding.