CHAPTER – II

RESEARCH METHODOLOGY OF
THESIS
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CHAPTER– II

RESEARCH METHODOLOGY OF THESIS

2.0 Introduction -

Research methodology has been defined as the application of science based procedures with a view to acquiring solutions of a number of research questions (Adans & Schvaneveldt / 1991)

A Research methodology is conceptualization of the whole process under study, observation of the problems that need to be studied, Research question formulator, collection of data, data analysis and the eventual generation of the Research findings.

There are number of authors who have come up with alternative methods of research. The availability of Research regarding the methods of research decides the process of classifying the suitable and appropriate methods necessary to conduct a specific kind of Research. It is determined by the objectives and problems that such research presents.

The selection of Research is also determined by the context of the potential research.

2.1 Selection of the Subject of Research –

The Researcher has selected the following subject for her Ph.D. research “A study of contribution of women entrepreneurs for development of small Scale Business Firms in Nashik city during the period 1998 to 2007”.

Causes for selecting the subject–
The Researcher has selected the above subject for her Ph.D. Research due to following causes.
2.1.1 The Researcher from her childhood is fascinated towards the creativity of “Women Entrepreneurs” working in her area.

2.1.2 The Researcher has come across certain celebrities in her childhood who were successful in the field of entrepreneurship. From those days, she was fond of observing the behavior and style of functioning of the Women entrepreneurs. Due to this attraction she has chosen the above given subject for her Ph.D. Thesis.

2.1.3 The Researcher herself is an entrepreneur who runs CommerceCoachingAcademy and implements different creative ideas through this coaching Academy.

2.1.4 The Researcher is interested in knowing the problems of women entrepreneurs working in different fields in the city. Her close friends who are well known women entrepreneurs in Nashik city inspired her to take this subject for her Ph.D. Research.

2.1.5 The Researcher is not only interested in knowing the problems of Women Entrepreneurs but is also interested in suggesting valuable solutions to solve these problems. So she has undertaken the “Study of contribution of women entrepreneurs in development of small scale business firms in Nashik city during the period 1998 to 2007.

2.2 Methodology and Type of Research –

The researcher has undertaken a descriptive type of research. For this purpose the researcher has used survey method to collect the relevant data.

2.3 Jurisdiction of the Research –

The Researcher has selected Nashik city as a jurisdiction for her Research work. She has selected this Jurisdiction because of the following reasons.
2.3.1 The Researcher is staying in NashikCity for many years. So she is familiar with the business environment of NashikCity. It is convenient for her to study the contribution of Women Entrepreneurs in NashikCity.

2.3.2 The researcher has a big women friend Circle who are well known entrepreneurs in NashikCity. So she can easily collect the necessary information which is required for her Ph.D. Research work.

2.3.3 Maharashtra is a well known IndustrialState having number of Industries established in different important cities. Nashik is one of those important cities which can be ranked after Mumbai and Pune. It is very interesting for her to study the role of women entrepreneurs in Industrial development of NashikCity. The future Nashik will be definitely known as I.T. city on the map of MaharashtraState.

2.3.4 Nashik is also well known for educational Development which consists of many Management Institutes and CommerceColleges which provide a quality Entrepreneurial Education. As a result of this many women are entering in the field of entrepreneurship in NashikCity. This increasing scale of women’s participation fascinated the Researcher to undertake the study of Women entrepreneurship.

2.4 Period of Research –

The Researcher has selected a period of 10 years i.e. 1998 to 2007 as a period for her Research. She has selected this period due to following reasons.

2.4.1 The process of liberalization, globalization and privatization in India has taken speed after 1991 when India signed went through the industrial reforms. The effects of this could be seen only after 6 to 7 years i.e. after 1998. In order to assess the impact of Globalization and privatization on Indian Entrepreneurs, especially the women entrepreneurs, the Researcher has selected the period 1998-2007.

2.4.2 The 21st Century represents the era of Information and Technology. The computerization has become the unique characteristic of various industrial units.
after the year 2000. In order to judge the effect of this computerization process the Researcher has selected the period of her Research from 1998 to 2007.

2.4.3 During this 10 years period, the scale of women who have taken education in the field of information and technology has increased on a large scale and so their participation in the industrial field has increased on a large scale. As the subject is related to women entrepreneurship, the Researcher can justify the selection of this particular period for her research.

2.5 **Objectives of Research** –

The Researcher has conducted her Research thoroughly by keeping in view the following objectives.

2.5.1 **To Study the reasons why women prefer to become entrepreneurs** –

The researcher has undertaken her research project mainly with the object of studying the motives of women for entering into the field of entrepreneurship. During the course of her Research, she came to know various reasons for which women enter into entrepreneurship.

2.5.2 **To Study the need of Women Entrepreneurs in Nashik** –

Nashik is a fast growing city. The present population of Nashik is near about 15 Lakhs. Out of that, women population is more than 7 Lakhs. Nashik is becoming a metropolitan city and the need for women entrepreneurs is also increasing. Women are not just the homemakers but are trying to excel in the field of entrepreneurial world also. The researcher has observed that women are playing vital role in the economic development of Nashik city. They are not only excelling themselves in the traditional fields like catering, boutiques, beauty parlors, tailoring etc. but also proved themselves successful in the non-traditional fields also. In short, the researcher has come to the conclusion that women entrepreneurs have tremendous scope in the promising city like Nashik.
To study (evaluate) the contribution of women entrepreneurs in the economic and entrepreneurial world of Nashik –

The researcher has undertaken her research with the object of evaluating the role and contribution of women entrepreneurs in the economic and entrepreneurial world of Nashik. For this purpose the researcher has collected the names and addresses of about 500 women entrepreneurs in the field of manufacturing, trading and service industries. For making a detail study of these entrepreneurs she has selected a sample of about 25% of total population i.e. 500 women entrepreneurs. it comes to 123 in number. The Researcher has collected the information about these women entrepreneurs.

2.5.3 To study the dual role played by women entrepreneurs, one in their Entrepreneurial career and the other inshouldering their family responsibilities –

The researcher has undertaken her research with another important objective and that is to study the dual role of the women entrepreneurs.

a) The first role is related to their professional and entrepreneurial career. While studying this role the researcher has identified the inborn and acquired qualities of women as entrepreneurs. The researcher has framed her questionnaire as well as her set of questions in the interview with the objective of knowing these qualities. She has tried to know the decision-making ability of these women entrepreneurs as well as other qualities like creativity, courage and consistency in their efforts.

b) Another fact of this objective was to study the personality of women entrepreneurs as a family person. For this purpose she has included certain questions in her questionnaire as well as interviews with the object of knowing the unique qualities of women as a family person. Their qualities in the role as a family person are also identified by the Researcher during her research work. These qualities about women entrepreneurs such as tolerance, patience, organizing abilities, ability to understand others caring nature and so on. She has also tried to understand the
women entrepreneurs maintaining proper balance between their two roles as entrepreneurs and the other as a family person.

2.5.4 To study the administrative problems faced by Women entrepreneurs –

The researcher has undertaken this research project mainly with the object of considering the administrative problems faced by women entrepreneurs. Women entrepreneurs faced different types of administrative problems. They can be broadly classified as follows -

a) Problems in financial administration
b) Problems in personnel administration
c) Problems in salesmanship and advertising administration
d) Problems in Research and Development administration

In order to study the administrative problems face by women entrepreneurs, the researcher has used various sources of data collection. Through these sources the researcher focused her attention on the administrative problems faced by women entrepreneurs in her jurisdiction. The researcher used questionnaire method and collected answers to the various questions set by her for women entrepreneurs. She has also conducted personal interviews with some eminent entrepreneurs in her jurisdiction. She has also visited the working places of these women entrepreneurs and observed the problems faced by them.

2.5.5 To observe the role of family members in running the business firms of women entrepreneurs – encouraging or discouraging -

Another objective of the researcher was to observe the role of family members of women entrepreneurs in running their business firms. The researcher has categorically observed and distinguished the role of family members into two types. One is encouraging the women entrepreneurs and the other is discouraging the women entrepreneurs. For achieving this object the researcher along with the women entrepreneurs also met their family members and studied their participation in the working of business firms of women entrepreneurs through
interviews, questionnaires. The researcher has gathered valuable information regarding the role of family members of women entrepreneurs.

2.5.6 To study whether the women entrepreneurs in Nashik are following traditional line of business or turning towards some Non-traditional lines -

While conducting the research, the researcher has also gathered the valuable information with the object of finding out whether the women entrepreneurs in Nashik are following traditional lines of business or whether they are turning towards some non-traditional lines of business.

The findings of the researcher are mentioned in detail in Chapter No.9

2.5.7 To Judge the commercial wisdom of Women entrepreneurs –

The researcher during her research work has made efforts to study the functioning of women entrepreneurs with the object of judging and evaluating the commercial wisdom of women entrepreneurs. For this purpose the researcher has gathered valuable information by way of personal interviews, questionnaires and observation method. The researcher has contacted the manufacturers, traders, service providers and professional and thereby tried to judge whether the following qualities are prevalent in the personalities of these women entrepreneurs.

a) Ability to calculate cost of production accurately
b) Ability to take pricing decisions
c) Ability to decide profit margin
d) Ability to estimate future market trends
e) Ability to remain flexible as per the requirement of the situation
f) Ability to manage the funds of the organisation
g) Knowledge of inventory control
h) Capacity to manage the crisis in business organisation
i) Practical knowledge in the field of Advertising and Sales promotion activities.

j) Positive approach towards Research and Development activities.

2.5.8 To suggest the solution to solve the Administrative problems faced by Women entrepreneurs –

The main objective of the research work was to suggest various solutions to women entrepreneurs to solve their administrative problems. The Researcher considered various alternative solutions to solve these problems. After considering various alternative solutions she has selected the best alternative solutions and put before the women Entrepreneurs for their perusal. The researcher has mainly suggested the solutions on the following problems.

a) Problems in Financial administrations

b) Problems in Personnel administration

c) Problems in marketing, salesmanship and advertising administration

d) Problems in Research and development Administration

2.6 Hypothesis of Research –

The researcher has considered the following points for constructing the Hypothesis of her Research work

2.6.1 The women entrepreneurs are required to play dual role as entrepreneurs and a housewife. So due to dual responsibilities the women entrepreneurs may face number of problems on both the fronts i.e. Business front and Home front.

The Researcher has considered her first hypothesis as mentioned above. For testing this hypothesis, she has contacted and interviewed about 123 women entrepreneurs in her jurisdiction and has evaluated the dual role played by these women entrepreneurs. She found that in order to play this dual role successfully, the women entrepreneurs are required to maintain proper balance between these twofold responsibilities required to be shouldered by them. The researcher found
that while shouldering both these responsibilities, the women entrepreneurs may have to come across number of problems on both the fronts i.e. Business front and Home front. The researcher has made the statistical analysis and applied the Chi square method for testing the hypothesis. The details of this analysis are given in Ch. No.8 and ultimately she found that hypothesis No.1 is rejected.

2.6.2 The women Entrepreneurs require strong family support while conducting different business activities -

The researcher has considered another point of hypothesis which states that women entrepreneurs require strong family support from their family members for conducting their business activities. For testing this hypothesis the researcher has interviewed about 123 women entrepreneurs in her jurisdiction and discussed these points with them. A separate question was also included in a questionnaire prepared by the researcher which was distributed among the women entrepreneurs in Nashik.

2.6.3 Women entrepreneurs possess professional vision while conducting different business activities -

Another point of hypothesis on the basis of which the research is undertaken is modern women entrepreneurs possess professional vision while conducting different business activities. In order to verify this, the researcher has interviewed women entrepreneurs in her jurisdiction and framed some questions in her questionnaire in order to get this information. Apart from the interviews and questionnaire method the researcher has also made use of observation method for testing this hypothesis. During her observation she has focused on the aspect of professionalism of women entrepreneurs in her jurisdiction.

2.6.4 Women entrepreneurs have skills with regard to risk bearing ability -

The researcher has assumed another hypothesis for her research work which denotes that women entrepreneurs have skills with regard to risk bearing ability. She has tried to test this hypothesis by asking specific questions to the women entrepreneurs during the interview campaign. She asked the interviewees
whether these skills are practiced in their business activities and whether they really contribute to their business career.

2.7. **Sources of Data Collection** -

2.7.1 **Primary Sources** -

Every research activity is based on data collection. The researcher has used some primary sources as well as some secondary sources for collecting the data for her research. She used the following sources for collecting the primary data -

a) Questionnaire
b) Personal Interview
c) Observation method.

**A) Questionnaire** -

The researcher has prepared comprehensive Questionnaire, which consists of 66 questions. The researcher had distributed this questionnaire among 123 women entrepreneurs in Nashik City and collected the valuable information, which had formed the basis of her research. After collecting the information through this comprehensive questionnaire, she had made detailed analysis of this information, which was ultimately useful for her to arrive at specific conclusion of her research. A copy of questionnaire is enclosed with this thesis. (Please see annexure I)

**B) Personal Interviews** -

The researcher has used personal interview method by interviewing 125 women entrepreneurs in her jurisdiction.

These interviews helped her in knowing the style of functioning of these women entrepreneurs, their priorities, their views towards the business activities, their approach towards dealing with different types of problems in their business tenure.
Some Photographs of these interviews are affixed in appendix II. The information which could not be gathered though the questionnaire method, could be gathered in these personal interviews. The researcher could discuss freely and judge the thoughts, emotions, and opinions of women entrepreneurs through these interviews. The interviewees could discuss open-mindedly about their business with the researcher.

C) Observation method -

Besides questionnaire and personal interviews, the researcher also made use of observation method while conducting her research. She has personally visited the working place of various women entrepreneurs and observed the style of functioning of the women entrepreneurs. She also observed the behavioral pattern of women entrepreneurs and arrived at certain conclusions after making a detailed analysis of their behavior. The observation method has helped her a lot in her research work.

Through observation the researcher has focused on the following points of the women entrepreneurs -

- Communication skills of the women entrepreneurs
- Confidence level of the women entrepreneurs
- Interacting skills shown by the women entrepreneurs while dealing with suppliers, sellers, and consumers.
- The behavior of the women entrepreneurs during the period of crisis.
- The innovative skills and creativity imbibed in the personalities of women entrepreneurs.
- The researcher also observed the skills of the women entrepreneurs in their expansion activities.
- She also observed the relationship between women entrepreneurs and their employees.
- The researcher observed dual role played by women entrepreneurs one as a business person and the other as a family person.
- During the observation she also evaluated the financial wisdom of these women entrepreneurs.
• The researcher also observed the sales promotion campaign and advertising campaign undertaken by the women entrepreneurs.

2.7.2 Secondary Data –

a) Reference Books and Journals - The researcher used different books and the journal as the source of secondary data published from different places.

Thus she has gathered valuable and comprehensive information on the subject of women entrepreneurship in her jurisdiction. To quote in a nutshell, she has visited the following libraries for collecting valuable references for her research –

1) K.B. Lahoti Library, Nashik Road College
2) Sir Dr. M.S. Gosavi, Library B.Y.K. College, Nashik
3) Br. Jaikar Library, Pune University campus, Pune
4) British council library, Nariman point, Mumbai
5) Jawaharlal Nehru Library Mumbai University, Kalina Campus, Mumbai
6) U.S. Library Marine Lines Mumbai.

b) Internet and Websites –

The researcher also collected valuable information through different websites on internet. Due to these websites the researcher could gather valuable information in India as well as in other countries of the world. The comparative study of women entrepreneurs in India and women entrepreneurs in other countries was undertaken by the researcher successfully with the help of these websites. The main websites are given in bibliography at the end of this thesis.

2.8 Sampling methods and techniques –

2.8.1 During the research tenure, the researcher found that there are about more than 500 women entrepreneurs engaged in different business activities. Some of them
are manufactures, some are engaged in trading activities while some are engaged in service industries, some are professional. The researcher collected their names, address and contact Numbers from the following agencies.

- D.I.C. (District Industrial Centre) Nashik
- Nashik Municipal Corporation (Shop Act Section)
- Shop Act License Office, Nashik
- Food and Drugs Department
- Women entrepreneurship Organisations in Nashik

2.8.2

Table 2

Classification of sample respondents

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<th>Sr.No.</th>
<th>Type of women entrepreneurs</th>
<th>Number</th>
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<tr>
<td>1</td>
<td>Production Industries</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>Service Industries</td>
<td>31</td>
</tr>
<tr>
<td>3</td>
<td>Trading Industries</td>
<td>32</td>
</tr>
<tr>
<td>4</td>
<td>Professional</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td><strong>Total :-</strong></td>
<td><strong>123</strong></td>
</tr>
</tbody>
</table>

Out of these 500 respondents the researcher has decided to take 25% samples from the total population. It comes near about 123 respondents. For selecting the samples, the random sampling method as well as stratified sampling method is used by the researcher.

By contacting about 123 respondents, through different sources such as personal interviews, telephonic interviews, observations, questionnaire and other suitable methods, the researcher has collected valuable information about these 123 respondents which represents the total population of 500 women entrepreneurs in Nashik.

2.8.3 Whenever required, stratified sampling method was also used during the research work -
The researcher also used the stratified sampling method during the tenure of her research. She had distributed the total sample of 123 respondents into 3 strata i.e.

- 30 manufacturers entrepreneurs, 32 trading entrepreneurs, 31 service industries and 30 different professions.
- According to this method the researcher has classified the 123 respondents into following 3 strata-
  i) Young generation women entrepreneur between the age group of 20 to 30
  ii) Middle aged women entrepreneurs between the age group of 30 to 50
  iii) Old age women entrepreneurs of 50 and above.

2.8.4 25% sample means the researcher has made a detail study of style of functioning of about 123 women entrepreneurs and their business firms–

The researcher found that there are about 500 women entrepreneurs in Nashik city which consists of manufacturers, traders service providers and professional entrepreneurs. The researcher had selected 25% samples of this total population and so she had made a detail study of 123 women entrepreneurs. This study contains different factors such as the inspiration behind women becoming entrepreneurs, the journey of their entrepreneurship right from the conception and inception, the idea behind the business, initial development plans and their implementation, the organizational pattern of their business, the machinery and technology installed, number of officers and employees working in the Organisations, the various marketing and advertising strategies applied by women entrepreneurs, the response they have received from the consumers and the society, the products and services they have launched in the market and their contribution in the development of small business firms in Nashik City.

The researcher has made the study of 123 women entrepreneurs by way of conducting their interviews, getting questionnaire filled up by them by making observations of their style of functioning, by visiting their factories and shops.

2.9 Limitations of The Research –

The research undertaken by the researcher is having following limitations –

(42)
2.9.1 The Research is limited to the women entrepreneurs in Nashik city only. The researcher has limited the scope of her research to the boundaries of Nashik city only. She has found that there are about 500 women entrepreneurs in Nashik city out of which she has selected 123 respondents by considering 25% as the sample as a base of her research. These 123 respondents include different women entrepreneurs who are engaged in manufacturing, trading service providing industries and different professionals, but they belong to Nashik city only.

2.9.2 The research is limited for the women entrepreneurs who are engaged in manufacturing trading and service providing industries and professional industries. The researcher has undertaken her research after collecting the necessary data from the women entrepreneurs belonging to the above said 4 categories in Nashik city.

2.9.3 The findings of the research are based on the interviews, questionnaires and observations of the researcher -

The research is limited to the knowledge and information collected by the Researcher by way of conducting the interviews, circulating the questionnaire and getting it filled from the respondents and ultimately the information collected by way of visiting various business firms of women entrepreneurs and by observing their business activities. After collecting this information the researcher has made systematic analysis of this information and arrived at certain findings and conclusions. Thus the findings of her research are limited to the information collected through sources such as interviews, questionnaires and observations.

2.9.4 The research is limited for the period 1998 to 2007 i.e.10 years -

Another limitation of this research project is that the research is limited for a specific time span of 10 years. The researcher has limited her research for a period which starts from 1998 and ends to 2007. This specific period is selected by the researcher because this is mainly a post globalization period (1991). As we
India has gone through various industrial reforms in 1991, the effects of which are experienced only after 6 to 7 years. The intention of the researcher selecting this period was to make study of women entrepreneurship in post globalization period.

2.10 Analysis of Data –

The main part of the thesis is the analysis of data. After collecting the sufficient information by using various sources, the researcher made a systematic analysis of the collected data. For making this analysis she made use of various techniques such as classification of data, tabulation, graphical presentation etc. In the beginning She has classified the data into different segments. The segmentation of the information enabled the researcher to make a systematic and detail study of each segment of the information.

2.10.1 Classification of Data –

Classification of Data is an important factor in the process of analysis of data. It is a process of arranging the data in different groups or classes on the basis of common characteristics. The data which is having common characteristics is placed in one class. Thus the entire data is divided into number of groups or classes. Classification of data can be made in the following two ways.

1) Classification according to attributes –

This is first type of classification in which the common characteristics such as age, sex, literacy, locality etc. or numerical characteristics such as height, weight income etc. are taken into consideration. These common characteristics descriptive or numerical are called attributes. Such classification can be further classified into two types. One is simple classification and the other is manifold classifications.

In simple classification we take into consideration only one attribute and divide the universe into two classes. One class consists of the items which possess the given attribute and the other class consists of the items which do not possess the given attribute. In manifold classification, two or more attributes are considered simultaneously and divide that data into number of classes.
2. **Classification according to numerical** – In this type of classification, numerical data is taken into consideration. Such as income, production, weight, age, height etc. Such data is known as statistics of variable and is classified on the basis of class intervals.

**Coding in the classification process** - The main purpose of coding is to classify the answers to the questions into meaningful categories which is essential for tabulation. It is summarizing the survey answers. For analysis of the data and handling of an exhaustive data, coding system in useful.

Decoding is a process of substituting the real connotations for the symbols. The process of decoding establishes categories systematically and makes the task of classifications simple and easy. If responses received from the respondents are simple and clear the decoding becomes easy.

2.10.2 **Tabulation** –

The researcher has collected the necessary primary and secondary data by using different sources. Some part of this information is tabulated by the researcher in order to arrange the data systematically. The tabulation is a process of arranging the statistical data into different tables, which co-relates the statistical figures with same theoretical information. The tabulation helped the researcher in getting the clear idea about the situation at a glance. The tabulation also helped the researcher to make comparative study of different factors related to her research. Thus the researcher has included about 52 tables giving statistical information about the research topic. The list of tables included in the thesis is given in the index.

2.10.3 **Use of charts, graphs and diagrams** –

The researcher has presented the data in the form of charts, graphs and diagrams throughout the thesis. A list of charts, graphs and diagrams can be seen in the index of this thesis. By using charts, graphs and diagrams the Researcher is
successful in presenting the collected data in a methodical manner. She had tried to present variety of diagrams and graphs in her thesis.

2.10.4 **Statistical Analysis of Data –**

The basic purpose of Research work is not concerned with individual respondent. We are supposed to know much more than that of individual respondent's information. In research process, we have to summarize the information. Tabulation is just a part of this summarizing. Another thing is we have to estimate the reliability of generalization from the obtained data. So statistical methods are useful for getting the answers of the above information.

Statistics is a mathematics applied to observational data. It is the collection, processing, analysis and interpretation of numerical Data.

2.10.5 **Statistical method of Testing the hypothesis –**

1. **Chi-Square method** - It is an important test developed by statisticians. It is written as x². It is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. The Chi-Square test is applicable in large number of problems. This test is useful for the researcher to

   1) Test the goodness of fit
   2) Test the significance of association between two attributes
   3) Test the homogeneity or significance of population variance.

2. **Large Sample Test method** - Apart from the chi-square method the researcher has also used the large sample Test method for analyzing the data. In large sample test method a large sample of the total population is tested for the research purpose. By applying this method a detail statistical analysis of the data is made by the researcher and she has arrived at certain findings and conclusions.

2.10.6 **Proportions, percentages and ratio averages –**
Sometimes even after the basic arithmetical operations, data is quite large and may not be easily understandable. This difficulty is solved by proportions, percentages and ratios.

1) **Proportions** - Proportions is defined as the number in the category divided by the total number of cases. In calculation of proportion any given individual has been placed in one and only one category.

2) **Percentage** - It means per hundred. Percentage can be calculated from proportions by simply multiplying by 100. Percentage is the rate per hundred. Percentage is calculated up to the nearest decimals.

3) **Ratio** - The ratio of number A to number B is defined as the numerical quantity obtained by dividing A by B

   Ratio is either reduced to its simplest form by cancelling common factors or expressed in terms of a denominator of unity.

2.11 **Interpretation of Data** –

2.11.1 The researcher has analyzed the data and on the basis of analysis interpreted the data and arrived at certain findings and conclusions –

The researcher has taken the help of the statistician and analyzed the data in detail. As we have discussed earlier for making statistical analysis of data the researcher has used various methods such as proportions, percentages, ratio averages and chi-square as well as large sample test method. With the help of these methods the researcher has interpreted the data and arrived at certain specific conclusions and findings. For details of this analysis please see chapter No.8 and chapter 9.

2.11.2 With the help of diagrams and graphs the researcher has presented her findings and conclusions in a systematic manner –

After making detailed analysis of the collected data she has presented this data with the help of various diagrams and graphs. (please see the list of diagrams and graphs in the Index)
She had also presented the data in the graphical form. She had made use of pie-graph, bar graph, curves. Because of the diagrams and graphs presented by her, her findings and conclusions can be seen at a glance in a systematic manner. The thesis consists of 17 diagrams and 33 graphs in total.

2.12 **Various solutions to the problems** –

2.12.1 After making a detail study of the problems of women entrepreneurs in Nashik city and their contribution towards the development of a small scale business firms in Nashik city, the researcher has given various suggestions to solve these administrative and socio-economic problems faced by women entrepreneurs in Nashik city. These solution are given in Chapter No.9

2.12.2 After making a detail study of women entrepreneurs in Nashik city, the researcher has also suggested certain measures to improve the administrative efficiency of women entrepreneurs in Nashik. These measures include introduction of modern technology as well as a detail financial study of the entrepreneurial scenario in Nashik. These measures are given in detail in Chapter No.9.