CHAPTER - 3

RESEARCH METHODOLOGY
**Introduction:**

Research may be defined as a documented prose work. Documented prose work means organized analysis of the subject based on borrowed materials with suitable acknowledgement and consultation in the main body of the paper. It is the pursuit of truth with the help of study, observation, comparison and experimentation. In short, the search or knowledge through objective and systematic method of finding solution to a problem is research. Research methodology is a way to systematically solve the problem. It may be understood has a science of studying how research is done scientifically. In it we study the various steps that all generally adopted by a researcher in studying his research problem along with the logic behind them. The scope of research methodology is wider than that of research method.

**3.1 Research Design**

The present study is Descriptive in nature, as it seeks to discover ideas and insight to bring out new relationship. Research design is flexible enough to provide opportunity for considering different aspects of problem under study.

**3.2 OBJECTIVES OF THE STUDY**

1. To understand the organizational climate of Dr. Reddy’s Laboratories.

2. To determine the importance given to OCTAPACE culture in Dr. Reddy’s Laboratories.

3. To identify areas of improvement in HR domain and present the findings for consideration of Dr. Reddy’s Laboratories for adoption.

**3.3 Nature of the Study**

◆ The “Descriptive Research Study” has been used. The basic aim is to gain familiarity and to achieve new insights along with describing the existing facts.
3.4 Scope of the study

◆ The scope of the study has been limited to Dr. Reddy’s Laboratories only.

3.5 NEED OF THE STUDY

This study will highlight the present organisational climate of Dr. Reddy’s lab. It will help to make changes in the working environment of the Dr. Reddy’s lab. so that employees can work with more efficiency and energy.

3.6 Sampling and sampling design

Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made. In simple words, it is the process of obtaining information about the population by examining only a part of it.

➢ **Sampling Unit:** It defines the target population that will be sampled i.e. it answers who is to be surveyed. In this study, the sampling unit is employees of these Dr. Reddy’s Laboratories.

➢ **Sampling Size:** It indicates the numbers of people to be surveyed. Though large samples give more reliable results than small samples but due to constraints of time and money, the sample size will be restricted to 40 respondents.

3.6.1 Sampling Design: This refers to the procedure by which the respondents should be chosen. In this case, **Convenience sampling** was done since the respondents will classified into well defined classes that were distinct from each other.
3.7 DATA COLLECTION

After the research problem has been identified and selected the next step is to gather the requisite data. While deciding about the method of data collection to be used for the researcher should keep in mind two types of data VIZ. primary and secondary.

3.7.1 PRIMARY DATA:

The primary data are those, which are collected afresh and for the first time, and thus happened to be original in character. We can obtain primary data either through observation or through direct communication with respondent in one form or another or through personal interview.

In the present study I have made use of data through questionnaire and telephonic interviews. The Questionnaire has been structured with closed ended questions.

3.7.2 SECONDARY DATA:

The secondary data on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical processes. When the researcher utilizes secondary data then he has to look into various sources from where he can obtain them. For example Books, magazines, newspapers, Internet, publications and reports etc.

In the present study I have made use of data collected from their website and from magazines and newspapers.
3.8 Analysis and Interpretation of Data

The data collected in the aforesaid manner have been tabulated in condensed form to draw the meaningful results. The different techniques like percentage, bar charts & chi square test to analyze the data. All the data and material is analysed and the last part of the project consists of the conclusions drawn from the report, a brief summary and recommendation are giving the final touch to the report by stating a conclusion.

3.8.1 Tools Used for Analysis

Following statistical tools were used for analysis the data.

- Percentage
- Bar charts
- Chi square Test

3.8.2 Hypothesis

1. Employees of Dr. Reddy’s Laboratories are not much satisfied with present Organizational climate of company.
3.8.3 Hypothesis Testing

Chi-square test is used when the set of observed frequencies obtained after experimentation have to be supported by hypothesis or theory. The test is known as $X^2$-test as a test of goodness of fit and we try to find out how far the observed values of a given phenomenon are significantly different from the expected values. There is good compatibility between theory and experiment or the fit is good.

**Hypothesis:**

$H_0 = \text{Employees are satisfied with the present organization climate.}$

$H_1 = \text{Employees are not satisfied with the present organization climate.}$

**Procedure:**

1. Set up the null hypothesis that there is no significant difference between the observed and expected value.
2. We compute the value of CHI-square by using the formula

\[ \chi^2 = \sum \frac{(O - E)^2}{E} \]

where
- $O$ is the observed value
- $E$ is the expected value

Degree of freedoms = (n-1)

Level of significance = 5%

3.9 RELEVANCE OF THE STUDY

It will suggest changes to make organizational climate or working environment of Dr. Reddy’s lab more effective and employees can work more efficiently.
3.10 Limitations of the study

As nothing is perfect, except the effort. This study too has its limitations that limit the applicability and validity of the study. The limitations that limit the effectiveness of the research are like:

- **Limited area:**
  The primary limitation was the limited area of the research. The study was limited to Monetary and other resources were limited so I could do my research in the specific organisation. Due to small area out of the country the results may not be completely correct.

- **Small sample size:**
  Results cannot be generalized due to small sample size.

- **Biased responses:**
  The chances of personal prejudice and bias are possible at respondent level. Also the people were quite hesitant in providing exact data regarding their job.

- **Time availability:**
  Foremost of all the constraints was the limited time. Most of people were at their work they did not have time to give all replies. Also time period was very short.