**e-Learning Material to be uploaded on Virtual C4**

**Course/ Programme:** M..B.A.

**Year & Semester:** First Year Sem-II

**Subject:** Research Methodology

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| **Sr. No.** | **Topic** | **e-content Link \*** |
|  | Attitude Measurement Scales Part-1 | <https://www.youtube.com/watch?v=WYXbC29JToQ&t=13s> |
|  | Attitude Measurement Scales Part-2 | <https://www.youtube.com/watch?v=Rv_rO6BVY6I> |
|  | Attitude Measurement Scales Part-3 | <https://www.youtube.com/watch?v=2WRtlki-PR4> |
|  | Attitude Measurement Scales Part-4 | <https://www.youtube.com/watch?v=M2VEgplX7gk> |
|  | Attitude Measurement Scales Part-5 | <https://www.youtube.com/watch?v=MGwkIVlmMx4> |
|  | Attitude Measurement Scales Part-6 | <https://www.youtube.com/watch?v=9gnS2u95Uag> |

\* e-content:

**References:**

1. NRC-SGBAU Youtube Channel

**Name of the teacher:** Dr. Deepak Chacharkar

**Designation:** Associate Professor

**Department:** M.B.A.