

SEMESTER III**BUSINESS RESEARCH METHODS****1. Course Description**

Programme: M. Com (Finance and Analytics)

Course Code: P24/COM/DSC/302

Type of course: DSC

No. Of Credits 5

Max Hours: 90

Max Marks: 100

Hours per week: 4T+2P hrs

2. Course Objectives

- To acquaint the students with the requisite business research methods

2. Course Outcome:

At the end of the course, the student will be able to

CO1: Understand the of concept and fundamentals for different types of research.

CO2: Applying relevant research techniques.

CO3: Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques

CO4: Evaluate data using statistical analysis

CO5: Understand the research report

4. Course Content**MODULE I: INTRODUCTION (18 Hrs)**

Research: – Definition, Meaning, Importance types and Qualities of Research; Research applications in functional areas of Business, Emerging trends in Business research. Research & the Scientific Method: Characteristics of scientific method. Steps in Research Process, Concept of Scientific Enquiry: – Formulation of Research Problem – Management Question – research Question – Investigation Question , Research Proposal – Elements of a Research Proposal, Drafting a Research Proposal, evaluating a research proposal.

MODULE II: RESEARCH DESIGN (18 Hrs)

Concept, Features of a good research design, Use of a good research design; Qualitative and Quantitative research approaches, Comparison – Pros and Cons of both approaches., Exploratory Research Design: Concept, Types: Qualitative techniques – Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation. Descriptive

Research Designs: Concept, types and uses. Concept of Cross-sectional and Longitudinal Research, Experimental Design: Concept of Cause, Causal relationships, Concept of Independent & Dependent variables, concomitant variable, extraneous variable, Treatment, Control group.

MODULE III: SCALING TECHNIQUES & SAMPLING

(18 Hrs)

Concept of Measurement: Need of Measurement; Problems in measurement in management research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired comparison & Forced Ranking – Concept and Application.

Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame (practical approach for determining the sample frame expected), Sampling errors, Non Sampling errors, Methods to reduce the errors, Sample Size constraints, Data Cleaning, Non Response., Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling. , Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. Determining size of the sample – Practical considerations in sampling and sample size, sample size determination.

MODULE IV: DATA PRESENTATION AND HYPOTHESIS TESTING

(18

Hrs)

Analysis of Data: Meaning, Purpose, Editing, Coding, Tabular representation of data, frequency tables, Construction of frequency distributions, Graphical Representation of Data: Bar charts, Pie charts, Histogram. Hypothesis: Qualities of a good Hypothesis –Framing Null Hypothesis & Alternative Hypothesis. Testing of Hypothesis Concept (only using software): Chi-square Test, t-test and ANOVA,

MODULE V: REPORT WRITING

(18

Hrs)

Report Writing: Meaning, Importance, Functions of Reports, Essential of a Good Report, Content of Report, Steps in Writing a Report, Types of Reports, Footnotes and Bibliography. Ethics and Research, Objectivity, Confidentiality and Anonymity in Research. Plagiarism.

SPSS lab exercises wherever applicable

5. References:

1. Research Methodology, Deepak Chawla, Neena Sondhi, Vikas Publication
 2. Business Research Methods, Naval Bajpai, Pearson Education
 3. Research Methodology, C R Kothari, New Age International.
 4. Business Research Methods by Donald Cooper & Pamela Schindler, TMGH, 9th Edition.
 5. Business Research Methods by Alan Bryman & Emma Bell, Oxford University Press, 2nd Edition.
 6. Business Research Methods by T N Srivastava & Shailaja Rao, TMH Publication, 2nd Edition Hall of India (P) Ltd
- Online Resources wherever possible

Question Paper Pattern

BUSINESS RESEARCH METHODS

MODEL QUESTION PAPER

Course Code: P24/COM/DSC/302

Max.Marks:60

Credits: 5

Time: 2 ½ Hrs

SECTION – A

Answer the following

5 x 10 = 50 Marks

1. Define research. Explain the meaning, role & importance of research design in research.
OR
2. Explain in detail a research proposal.
3. Explain methods of data collection in detail. Explain the factors that determine the

choice of a method of data collection.

OR

4. Differentiate between exploratory and descriptive research

5. Explain briefly sampling designs

OR

6. Explain the key areas for the classification of scales.

7. From the table given below, whether the color of sons' eyes is associated with that of fathers' eyes.

		EYE COLOR IN SONS	
		Not Light	Light
EYE COLOR IN FATHERS	Not Light	230	148
	Light	151	471

OR

8. In order to test the significance of variation of the retail prices of a commodity in three cities, four shops were chosen at random from each city and prices observed in rupees were as follows

CITY A	16	8	12	12
CITY B	14	10	10	6
CITY C	4	10	8	10

Does the data indicate that the prices in three cities are significantly different

9. What is Report Writing? What precautions need to be taken to prepare a Research Report.

OR

10. Discuss in detail the process of writing a research report.

SECTION - B

**Answer any 5 of the following
Marks**

5 x 2 = 10

11. Qualities of research

12. Features of good research design

13. Types of scales with examples.
14. Editing of data
15. Additive property of Chi square
16. Functions of a report
17. Primary & Secondary data