

**RESEARCH METHODOLOGY**

Semester V

Subject Code:

Lectures: 30

Credits: 2

**OBJECTIVES:**

- To acquaint students with the basic concepts of Research Methodology
- To acquaint the students with the areas of Research in Business
- To enhance capabilities of students to conduct the research in the field of business and social sciences
- To make them familiar with the art of using different research methods and techniques

**1: Business Research Methods: An Introduction**

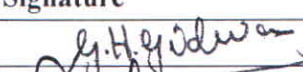

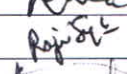
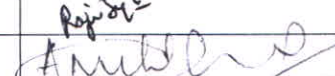
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- Research
  - Definition and Meaning
  - Characteristics
  - Objectives
  - Types of Research
    - Pure vs. Applied
    - Qualitative vs. Quantitative
- Research Process: an eight step model
- Significance of Business Research

**2: Business Research Process Design**

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- Formulating a Research Problem- Sources and Steps
- Formulation of the Hypotheses – Characteristics and Types
- Research Design –
  - Exploratory
  - Descriptive
  - Experimentation

Board of Studies		
	Name	Signature
HOD	Dr. G. H. Gidwani	
Subject Teacher	Dr. Vaishali Diwakar	
Subject Teacher	Asst. Prof. Rajni Singh	
Academic Expert	Dr. Anurekha Chari Wagh	



Course Coordinator

Rajni Singh  
Course Coordinator

**3: Data Collection and Sampling**

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- Methods of Data Collection:
  - Primary Sources
    - Survey Technique (Observation, Structured Interview and Questionnaire)
    - Simulation
  - Secondary Sources
    - Internal Sources
    - External Sources
- Sampling:
  - Concept
  - Types of Sampling Methods
    - Probability Sampling
    - Non- probability Sampling

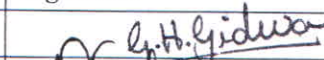
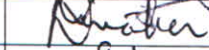


**4: Data Analysis and Presentation**

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- Data Analysis
  - Editing the data
  - Coding
  - Analysing the data
    - Developing a frame of analysis for quantitative studies
- Presentation of Result: Report Writing
  - Organisation of the written report
  - Tabular Presentation of data
  - Graphical Presentation of data
  - Oral Presentation
- Mode of Citation & Bibliography

**Assignment: Research Project**

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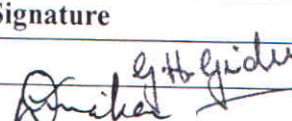
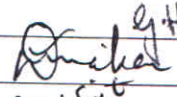
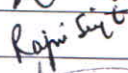



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### Recommended Reference Books

1. Alan Bryman & Emma Bell (2008), Business Research Methods, Oxford University Press, New York.
2. Anil Kumar Gupta (2011), Research Methodology-Methods & Techniques, Vayu Education of India, New Delhi.
3. Bajpai Naval (2011), Business Research Methods, Pearson Education, New Delhi
4. Bhandarkar P.L, Wilkinson T.S, (2010). "Methodology and Techniques of Social Research" 23<sup>rd</sup> Ed, Mumbai, Himalaya Publishing House
5. C. R. Kothari (2008), Research Methodology-Methods & Techniques, New Age International Publishers, New Delhi.
6. Donald R. Cooper & Pamela S. Schindler (1999), "Business Research Methods", Tata McGraw-Hill Edition, New Delhi
7. Kumar .R. (2014) Research Methodology – A step by Step guide for Beginner's (2<sup>nd</sup> Ed) Pearson Education, India
8. P. L. Bhandarkar, T. S. Wilkinson & D. K. Laldas (1993), Methodology & Techniques of Social Research, Himalaya Publishing House, Mumbai
9. Singh. A.K. (2004) Tests, Measurements and research methods in Behavioural sciences (3<sup>rd</sup> Ed), Bharti Bhavan Publishers, Patna.
10. Zikmund William G. (2008), Business Research Methods, Cengage Learning India Pvt. Ltd. 7<sup>th</sup> Edition, New Delhi

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