

**M.Com. Part II**  
**RESEARCH METHODOLOGY FOR BUSINESS**

**Semester III**

**Subject Code: MCM 31602**

**Lectures: 60**

**OBJECTIVES:**

- To acquaint the students with the areas of Business Research Activities
- To enhance capabilities of students to conduct the research in the field of business and social sciences
- To enable students, in developing the most appropriate methodology for their research studies
- To make them familiar with the art of using different research methods and techniques

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

**08**

- Research
  - Definition and Meaning
  - Characteristics
  - Objectives
  - Scope
  - Limitations of Research
  - Types of Research
    - Pure Vs. Applied
    - Exploratory
    - Descriptive
    - Causal
- Research Process: An Overview
- Managerial Value of Business Research
  - Identifying problems or opportunities
  - Diagnosing and assessing problems or opportunities
  - Selecting and implementing a course of action
  - Electing the course of action
- When is Business Research needed?

**2: Business Research Process Design**

**08**

- Definition
- Classification of Research Design-
- Phases in Research Design

- Research Problem
  - Formulating the Research Problem
  - Types
- Hypotheses
  - Definition
  - Types of Hypothesis
  - Formulation of the Hypotheses
  - Methods of Hypotheses Testing

### 3: Measurement and Scaling

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- Concepts and Operational Definitions
- Types of Scales
  - Nominal Scale
  - Ordinal Scale
  - Interval Scale
  - Ratio Scale
- Measurement Scales
  - Single Item Scales
  - Multi-Item Scales
  - Continuous Rating Scales
- Questionnaire Design
  - An overview of major decisions

### 4: Data Collection and Sampling

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- Methods of Data Collection,
  - Primary Sources
    - Observation
    - Interview
    - Questionnaire and Schedules
    - Experimentation
    - Simulation
    - Projective Techniques
  - Secondary Sources
    - Internal Sources
    - External Sources
- Sampling:
  - Concept
  - Sampling Terminology
  - Sampling Design Process
  - Factors affecting the inferences drawn from a sample
  - Types of Sampling Methods

- Random Sampling- Simple Random Sampling, Stratified Random Sampling, cluster Sampling, Systematic Sampling and Multi-stage sampling
- Non-Random Sampling- Quota Sampling, Convenience sampling, Judgment Sampling and Snowball Sampling

## 5: Data Analysis and Presentation

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- Data Analysis
  - Editing the data
    - Field Editing
    - In-House Editing
  - Coding
    - Devising the Coding Scheme
    - Computerised Data Processing
  - Analysing the data
    - Developing a frame of analysis for quantitative studies
    - Developing a frame of analysis for qualitative studies
    - Types of Analysis-Univariate, Bivariate and Multivariate Analysis of Data
  - Use of Software in Data Preparation and Analysis
    - Introduction to MS Excel 2007
    - Introduction to SPSS
- Presentation of Result: Report writing
  - Organisation of the written Report
  - Tabular Presentation of data
  - Graphical Presentation of Data
    - Bar Chart
    - Pie Chart
    - Histogram
    - Frequency Polygon
    - Ogive
    - Scatter Plot
  - Oral Presentation
- Mode of Citation & Bibliography: Author, Date, System, Footnote or Endnote, System, Use of Notes. Position of Notes, Citing for the first time, Subsequent Citings, List of Abbreviation used in Citation, Mode of preparing a Bibliography, Classification of Entries, Bibliography Entries compared with Footnotes
- Plagiarism

**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. B.L Agarwal (1998) Bajpai Naval, (2011) "Business Research Methods", Pearson Education
6. C. R. Kothari (2008), Research Methodology-Methods & Techniques, New Age International Publishers, New Delhi.
7. Cunningham B. James, Aldrich O. James, Guinn, (2012). "Using SPSS", New Delhi, SAGE Publication.
8. Deepak Chawla & Neena Sondhi (2011), Research Methodology-Concepts and Cases, Vikas Publishing House Pvt. Ltd., New Delhi
9. Donald R. Cooper & Pamela S. Schindler (1999), Business Research Methods, Tata McGraw-Hill Edition, New Delhi
10. Ram Ahuja (2003), Research Methods, Rawat Publications, Jaipur
11. Russell K. Schutt (2006), Investigating the Social World-The Process and Practice of Research, Sage Publication, New Delhi
12. Zikmund William G. (2008), Business Research Methods, CENGAGE Learning India Pvt. Ltd. 7<sup>th</sup> Edition, New Delhi