

RESEARCH METHODS

Subject Code	: 14MBA23	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objectives:

1. To provide an understanding on the basic concepts of research methods
2. To expose the students to the role that statistics plays in business decisions

Module 1: (6 hours)

Business Research – Meaning, types, process of research- management problem, defining the research problem, formulating the research Hypothesis, developing the research proposals, research design formulation, sampling design, planning and collecting the data for research, data analysis and interpretation. Research Application in business decisions, Features of good research study.

Module 2: (8 hours)

Types of Business Research Design: Exploratory and Conclusive Research Design

Exploratory Research: Meaning, purpose, methods –secondary resource analysis, comprehensive case methods, expert opinion survey, focus group discussions.

Conclusive research Design - Descriptive Research - Meaning, Types – cross sectional studies and longitudinal studies. –

Experimental research design – Meaning and classification of experimental designs- Pre experimental design, Quasi-experimental design, True experimental design, statistical experimental design.

Observation Research – Meaning – Uses – Participation and Non-participation – Evaluation – Conducting an Observation study – Data collection

Module 3: (6 hours)

Sampling: Concepts- Types of Sampling - Probability Sampling – simple random sampling, systematic sampling, stratified random sampling, cluster sampling -Non Probability Sampling – convenience sampling- judgemental sampling, snowball sampling- quota sampling - Errors in sampling.

Module 4: (6 hours)

Data Collection: Primary and Secondary data

Primary data collection methods - Observations, survey, Interview and Questionnaire, Qualitative Techniques of data collection.

Questionnaire design – Meaning - process of designing questionnaire.

Secondary data -Sources – advantages and disadvantages

Measurement and Scaling Techniques: Basic measurement scales-Nominal scale, Ordinal scale, Interval scale, Ratio scale. Attitude measurement scale - Likert's Scale, Semantic Differential Scale, Thurstone scale, Multi-Dimensional Scaling.

Module 5:**(8 hours)**

Preparing the Data for Analysis: Editing, Coding, Classification, Tabulation, Validation Analysis and Interpretation

Module 6:**(16 hours)**

Hypothesis: Meaning, Types, characteristics, source, Formulation of Hypothesis, Errors in Hypothesis

Parametric and Non Parametric Test: T-Test, Z-Test, F-Test, U-Test, K-W Test (Theory Only)

Statistical Analysis: Bivariate Analysis (Chi-Square only), Multivariate Analysis (Theory Only)

ANOVA: One- Way and Two Way Classification. (Theory Only)

Module 7:**(6 hours)**

Report writing and presentation of results: Importance of report writing, types of research report, report structure, guidelines for effective documentation.

Practical Components:

1. Students are expected to write the research design on Exploratory and Descriptive Research.
2. Students are asked to prepare the questionnaire on brand awareness, effectiveness of training in public sector organization, Investors attitude towards Mutual funds in any financial institutions.
3. Students are asked to conduct Market survey to know the consumer perception towards any FMCG.
4. Identify the problem and collect relevant literatures and data for analysis
5. Data Interpretation and report writing: Short and Long reports.
6. Report presentation methods, ex: Power Point Presentation, etc

RECOMMENDED BOOKS

1. Research Methodology- C R Kothari, Vishwa Prakashan, 2002
2. Business Research Methods. Donald R. Cooper & Pamela S Schindler, TMH/9e/2007
3. Business Research Methods-SL Gupta and Hitesh Gupta, McGraw hill - 2012
4. Marketing Research- Naresh K Malhotra- Pearson Education /PHI/5e/2007
5. Business Research Methodology – J K Sachdeva – HPH-2e-2011

REFERENCE BOOKS

1. Research Methods- William M C Trochi,- Biztantra, 2/e, 2007
2. Methodology of Research in social Sciences- O R Krishnaswami, M Ranganatham, HPH, 2007
3. Research Methodology – concepts and cases – Deepak Chawla and Neena Sondhi - Vikas Publication - 2011
4. Research Methodology –C Murthy- Vrinda Publication - 2011