

Research Methodology (Tools and Analysis)

Semester V	Subject Code: BB51704	Lectures: 60
Objectives:		
<p>The syllabus aims in equipping students with,</p> <ul style="list-style-type: none"> • Basic understanding of Research Process and tools for its application • Knowledge of techniques necessary for Research and Report Writing • An application of Scientific Method in the formulation of the problem or a scientific theory and verification of the achieved result 		
Unit 1: Introduction to Research Methodology		12
<ul style="list-style-type: none"> • Research- Meaning, Objectives, Types, Significance, Motivation, Method Vs. Methodology, Process • Research Problem – Defining, Necessity, Technique Involved • Research Design – Meaning, Need, Features of a good design, Related Concepts, Different Research Designs • Sampling Design – Characteristics, Types • Statistics- Concept of Statistics as a basis for Research, Related Terms and Concepts, Frequency Distribution, Graphs and Charts 		
Unit 2: Sources and Methods of Data Collection		10
<ul style="list-style-type: none"> • Primary and Secondary Data- Concept, Difference Between them, Importance, Advantages and Disadvantages • Sources of Secondary Data – Internal and External • Sources of Primary Data – Observation Method, Interview Method, Questionnaires, Schedules, Other Methods of Data Collection- Warranty Cards, Store Audits, Pantry Audits, Consumer Panels, Projective Techniques, Depth Interview 		
Unit 3: Measurement and Scaling Techniques		08
<ul style="list-style-type: none"> • Measurement – Nature of Measurement, Measurement Scales, Sources of Measurement Differences, The Characteristics of Good Measurement • Scaling Techniques – Nature of Attitudes, Attitude Scaling, Selecting a 		



Measurement Scale, Rating Scales, Ranking Scales	
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Unit 4: Processing and Analysis of Data	12
<ul style="list-style-type: none"> Processing Operations – Editing, Coding, Classification and Tabulation, The DK Responses, Central Tendency, Dispersion, Skewness and Kurtosis Testing of Hypothesis – Concept, Use of Normal Curve, Level of Significance, Two Tailed and One Tailed Tests, Type I and Type II Errors, Regions of Acceptance and Rejection, Procedure for Hypothesis Testing Parametric and Non Parametric Tests, Important Parametric Tests – z, t, chi-square, F 	

Unit 5: Report Writing	06
<ul style="list-style-type: none"> Report Writing – Significance, Different Steps in writing Report, Layout of Research Report One Research Paper to be written and presented by students [25% weightage in Internal Evaluation] 	

***Contact hours – 12 hours**

Recommended Text Book:
<ol style="list-style-type: none"> ✓ <i>Research Methodology (Tools and Techniques)</i>, Yadav Ratna and Singh Supriya, Thakur Publishers Pune 2011 ✓ <i>Research Methodology</i>, Jadhavar S.U., Jadhav M.M., Success Publications, 2015 ✓ <i>Research Methodology (Tools and Techniques)</i>, Gupta Kirti, NiraliPrakashan ✓ <i>Research Methodology</i>, Sangale B.R., Success Publications, Pune

Reference Books:
<ol style="list-style-type: none"> Kothari C. R, <i>Research Methodology – Methods and Techniques</i>, New Age Publications, New Delhi Cooper Donald R. and Schindler Pamela S, Irwin, <i>Business Research Methods</i>, McGraw-Hill Publications, New Delhi



3. Ghosh, B.N., Sterling, *Scientific Method and Social Research*, New Delhi
4. Murthy S.N. and Bhojanna U., *Business Research Methods*, Excel Books, New Delhi

