

Business Management

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Paper I Research Methodology

PAPER-I

1. Business Research : Need & Significance of Business Research, Business Strategy, Methods & Methodology, Features of Good Research, Fallacy in Research, Types of Research. Research Methodology : Induction & Deduction, Scientific Methods. Objectivity in Research, Ethics in Research, Defining research problem – The literature review, concept mapping.
2. Generalization in Research : Issue of validity, validity-conclusion, internal construct external validity & their related threats. Theory of Reliability, Reliability & validity.
2. Research Plan and Data Collection : Research Design, Classification of Research Design. Features of a Good Design. Sources of secondary and primary Data, Issues of measurement & scale.
3. Qualitative & Quantitative Research : Process of Qualitative Research, Interviews, secondary data analysis, experience, survey, Focus Groups, descriptive studies, case study, observation method, Qualitative vs Quantitative Research, Testing of Hypothesis, Type I & II error. Sampling techniques : Sampling terminology, Sampling methods, calculating a sample size.
5. Report Writing : Writing a good report, critical elements of a report, formatting.
6. Application of Computer Software in Data Analysis : Regression, Discriminant Analysis, Factor Analysis, Cluster Analysis, Multi dimensional scaling.

4. DATA ANALYSIS - Meaning, Concept, Testing, Measures of Central Tendency, ~~Dispersion~~ Measures of Dispersion, Univariate, Bivariate & Multivariate Analysis.
Test of Significance - F-test, t-test, Z-test, Chi-square test & other relevant tests

Suggested Readings :

- i. Goody and Hatt: *Methods in Social Research*
- ii. Young P.V. : *Scientific Social Surveys and Research*, New York.
- iii. Doby J.T. : *An Introduction to Social Research*
- iv. Wilkinson and Bhandarkar : *Methodology and Techniques of Social Research*, New Delhi.
- v. Krishna Swami and Rangnathan : *Methodology Of Research in Social Sciences*, New Delhi.
- vi. Cochran, R : *Advances in Social Research*, Constable
- vii. Trivedi and Shukla, *Research in Methodology*
- viii. C.R. Kothari : *Research Methodology*, New Age Int. Prob.
- ix. Anderson T.W. : *An introduction to Methivariates Analysis*, John Wiely N.Y.
- x. Boot, John, C.G. and Cox E.B. : *Statistical Analysis for Managerial Decision* McGraw Hill, Pub. New Delhi

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