

BBA II 2021-22

Semester IV

Subject: Research Methodology

Total Units – 2
Theory Marks: 80
Internal Marks: 20
Total Marks: 100

UNIT I

Topic	Teaching Points	Specific Objectives	Methods/ Approaches/ Techniques	Resources and links
Introduction to research, Research Design, The Research Proposal, Ethics in Business Research	Meaning, Characteristics, Types, Process and Utility Qualitative and Quantitative Research Primary and Secondary Data. Designing of Questionnaire Formulating Hypothesis	To make the students to understand the concept of Research and its applications during actual research.	Lecture cum classroom discussions with practical examples from research field.	Kothari, C.R., Research Methods and Techniques, Wiley Eastern Bryman, A. and Bell, E., Business Research Methods, Oxford University Press, New York.

Question Bank

Long Answer type questions

1. Explain characteristics, types and process of Research.

2. What is qualitative and quantitative research.
3. Differentiate between Primary and Secondary data. How do we collect them?
4. What is hypothesis? Explain steps for hypothesis building.

UNIT II

Topic	Teaching Points	Specific Objectives	Methods/ Approaches/ Techniques	Resources and links
Sampling Design and Sampling Procedure, Data Analysis and Interpretation Hypothesis Testing, Report Writing	Sampling and Non-Sampling Errors t-Test, Chi-Square Test, Test of Mean and Proportion Role of Computers in Research	To make the students to understand the concept of Research and its applications during actual research.	Lecture cum classroom discussions with practical examples from research field.	Kothari, C.R., Research Methods and Techniques, Wiley Eastern Bryman, A. and Bell, E., Business Research Methods, Oxford University Press, New York.

Question Bank

Long Answer type questions

1. Explain Sampling Design in detail. Also discuss Sampling and Non-Sampling Errors.
2. Explain hypothesis testing. What are the tests involved in testing of hypothesis?
3. How do we write a report? Explain the chapter scheme involved and role of computers in the analysis of data?