

Syllabus Plan

Class: M.Com Ist year (semester II) 2022(March to July)

Subject : RESEARCH METHODOLOGY IN COMMERCE

Specific objectives: The objective of this paper is to impart knowledge about various stages of the research processes and their application in Commerce and Management Education

maximum marks:80

Minimum pass marks:28

Sr.no	Topics	Teaching points	Methods, approaches And techniques	Resources & links
UNIT-I	Introduction, Approach to a Research Project	Meaning of the Research – Qualities of a research worker – Scientific Method – Definition – stages of scientific study – Different steps in scientific study – Logical Methods – Inductive & Deductive Methods – Nature of the Phenomena & the use of the scientific methods. Purpose of Research – Functions in Research – Research Programme – Problem solving through research /financial aspects of research – Research Design (Selective topic, Coverage, Hypothesis) – Sources of Information – Nature of study – Definition of terms – Techniques of study – Collection, Analysis & presentation of the data – Testing hypothesis – Stating results	Lecture cum classroom discussions with practical PPTs and practical problem solving with lecture method , case studies.	Kothari, C.R., Research Methods and Techniques, Wiley Eastern Bryman, A. and Bell, E., Business Research Methods,
UNIT-II	Use of the Library, Research Method	Finding the correct sources of information – Uses of books, periodicals & encyclopedia – Taking down notes – Collection & organization of Material. - Sampling Method – Observation		

		Method – Case Study Method – Interview Method – Survey Method – Experimental Method – Questionnaire Method - Library Method – Documentary Method – Suitable Combination & Selection of Method – advantages, disadvantages & limitations of methods		
UNIT-III	Presentation of Information, Coordinating contents	-Analysis of information – Classification, tabulation & interpretation – Presentation of data & its application – Pictorial presentation – Composition of information (quotation, footnotes, bibliography - tables, standards, abbreviations) - style of writing. Front matter (blank sheet, title page, dedication, preface, table of contents, list of tables, list of figures, list of appendices etc.) – Text proper (Chapter wise information) – Back matter (appendices, glossary, bibliography, index, blank sheet).	Lecture cum classroom discussions with practical PPTs and practical problem solving with lecture method , case studies.	
UNIT-IV	Multivariate analysis – an overview of dependence and interdependence research report; methods, Research Findings and Preparation and writing of a Research Report	multiple regression, discriminate analysis, conjoint analysis, factor analysis, cluster analysis. ; ingredients and constructions of research report – procedure of preparation of reference and bibliography. Benefits of implementation of actual research findings – carrying forward the studies – Management of research unit – Preparation and writing of a 'Research Report		

Question Bank

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.
5. Explain Sampling Design in detail. Also discuss Sampling and Non-Sampling Errors.
6. Explain hypothesis testing. What are the tests involved in testing of hypothesis?
7. How do we write a report? Explain the chapter scheme involved and role of computers in the analysis of data?
- 8 Compare the interview method with observation method for primary data collection
9. What is the difference between a questionnaire and schedule? List the characteristics of good quality questionnaire.
10. what is the objective of editing? How does a researcher handle 'DK' response?
11. Define dispersion. Compare mean deviation with standard deviation and which measure in your opinion is better and why?
12. what are the steps involved in conducting chi-square testing?

Note : unit I , unit II and portion of unit III will be covered before mid-term exams