

# **BUSINESS RESEARCH METHODOLOGY**

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## P R E F A C E

This book is aimed toward accomplishing two objectives. (1) To describe the research; (2) to understand and implementation criteria. These objectives will have been accomplished if readers gain an understanding of the research and its functions.

The main perspective is to -

- Understand the concept of research and their types.
- Understand the practical application of various research techniques.
- Understand the importance of scaling & measurement techniques and sampling techniques
- Understand the importance of coding, editing, tabulation and analysis in doing research.
- Understanding and applying the concept of statistical analysis which includes various parametric test and non parametric test and ANOVA technique and understand technique of report writing.

*Dr. Mukesh Singh Tomar*

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*Dr. Mukesh Singh Tomar*

# **S Y L L A B U S**

## **Chapter 1 – Introduction**

*Research:* Definition, Meaning, Importance types and Qualities of Research; Research applications in functional areas of Business, Emerging trends in Business research.

*Research & the Scientific Method:* Characteristics of scientific method. Steps in Research Process

*Concept of Scientific Enquiry:* Formulation of Research Problem – Management Question – research Question – Investigation Question

*Research Proposal:* Elements of a Research Proposal, Drafting a Research Proposal, evaluating a research proposal.

## **Chapter 2 – Method**

*Research Design:* Concept, Features of a good research design, Use of a good research design; Qualitative and Quantitative research approaches, Comparison – Pros and Cons of both approaches.

*Exploratory Research Design:* Concept, Types: Qualitative techniques – Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation.

*Descriptive Research Designs:* Concept, types and uses. Concept of Cross-sectional and Longitudinal Research

*Experimental Design:* Concept of Cause, Causal relationships, Concept of Independent & Dependent

variables, concomitant variable, extraneous variable, Treatment, Control group.

## **Chapter 3 – Results**

*Scaling & Measurement Techniques:* Concept of Measurement: Need of Measurement; Problems in measurement in management research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired comparison & Forced Ranking – Concept and Application.

## **Chapter 4 – Discussion**

*Sampling:* Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame (practical approach for determining the sample frame expected), Sampling errors, Non Sampling errors, Methods to reduce the errors, Sample Size constraints, Non Response.

*Probability Sample:* Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling.

*Non Probability Sample:* Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. Determining size of the sample – Practical considerations in sampling and sample size, sample size determination.

## **Chapter 5 – Data Analysis**

*Data Analysis:* Editing, Coding, Tabular representation of data, frequency tables, Construction of frequency distributions, Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Histogram.

*Hypothesis:* Qualities of a good Hypothesis –Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing – Logic & Importance. Test of Significance: Small sample tests: t-test (Mean, proportion) and F tests, Z test, Cross tabulations, Chi-square test; Analysis of Variance: One way and two-way Classifications. Mechanism of Report Writing- Report Preparation.



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