

**Ramakrishna Mission Vivekananda College, Evening College (Autonomous)**  
**Department of Commerce Computer Applications – B.Com. (C.A)**  
**Batch: 2017 - 18 Onwards**

Semester	Elective	Sub. Code	Subject Title	Lecture Hrs.	Marks
V	2	UCCA02	Research Methods for Business	75	75

Level of knowledge: Working knowledge

Learning objectives: To provide a basic idea about the research to the students.  
 To enhance the skills of students to undertake project work.

**Unit – I**

Introduction: Business Research – Definition – Types of Research – Research Process – Criteria of Good Research – Qualities of a Researcher – Problems Encountered by Researchers in India.

**Unit – II**

Research Design: Exploratory – Descriptive – Experimental – Steps in Preparing a Research Design.  
 Hypothesis: Definition – Characteristics – Types of Hypotheses – Type I & Type II Errors – Procedure for Hypothesis Testing.

**\* Unit of Analysis: Individuals, Groups, Organisations, Cultures**

**Unit – III**

Sampling: Population – Sample – Sampling. Sampling Methods: Probability Sampling and Non-Probability Sampling – Sampling Error.

Measurement and Scaling: Measurement – Scaling – Types of Scale: Nominal, Ordinal, Interval, Ratio. Rating Scales – Reliability – Validity.

**\* Determination of the Sample Size**

**Unit – IV**

Data Collection: Primary Data – Secondary Data – Observation – Schedule – Questionnaire – Steps in Questionnaire Design – Difference between Questionnaire and Schedule – Pilot Study.

Processing of Data: Coding – Tabulation – Cross-Tabulation.

**Unit – V**

Application of Statistical Software Packages: Software Packages for Data Analysis – Introduction to Statistical Package for the Social Sciences (SPSS) – Data Entry Using SPSS – Data View and Variable View.

Research Report: Research Proposal – Contents of Report – Precautions for Writing Reports.

**\* Oral Presentation**

QP Pattern	Th.	Pro.	Total Qns	To Answer	Marks/qn	Total Marks
Section A	12	0	12	10	2	20
Section B	7	0	7	5	5	25
Section C	4	0	4	2	15	30

**Suggested Readings**

1. Dr. D.D. Sharma. Marketing Research (Principles, Applications and Cases). Sultan Chand & Sons
2. Uma Sekaran. Research Methods for Business. Wiley India
3. Sabine Landau & Brian S. Everitt. A Handbook of Statistical Analyses Using SPSS. Chapman & Hall/CRC

Note: Latest edition of the text book may be used.

**\* Self-study is part of the syllabus which enlarges applications. It will be consider for the internal assessment.**

Department of Commerce [Computer Application]  
B. Com [C. A]

Question paper pattern:

Maximum marks: 75

Section – A

(10x2=20)

Answer any Ten questions (Out of 12 questions)

Section – B

(5x5=25)

Answer any Five questions (Out of 7 questions)

Section - C

(2x15=30)

Answer any Two questions (Out of 4 questions)