

DEPARTMENT OF COMMERCE

Research Methodology

Max. Marks : 100

Unit : I

1. Introduction : Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem, Defining and selecting research problem, Research Design, Features of a good research design, Basic Principles of Experimental Research Design, Review of Literature.

Unit : II

2. Statistical Investigation: Sampling, Data collection & Processing : Meaning, Definition and types of statistical investigation, Stages of Statistical investigation, population, sample, census and sample investigation, methods of sampling.

Data: Types of Data, Methods of Primary data collection, Questionnaires, schedule, Interview, Sources of secondary data, Editing collected data, classification and tabulation.

Unit : III

3. Statistical Tools & Techniques used in research : Measure of Central Tendency Dispersion, skewness, Correlation, Regression analysis, Chi-square test, Analysis of Variance (ANOVA), Probability, Theoretical Frequency distribution.

Unit : IV

4. (A) Hypothesis : Meaning, definition, types, Parameter or Standard Test of Hypothesis, Non-parametric or distribution free tests.

(B) Measurement and Scaling Techniques : Measurement Scale, Sources of error in measurement, Scaling : Meaning of scaling, basis of classification of scales, important scaling techniques.

Unit : V

4. Interpretation and Report Writing: Meaning of Interpretation, Techniques of Interpretation, Precaution in Interpretation.

Report writing: Meaning, significance, steps in report writing, layout of a research report, Precautions for writing research report, Writing references, bibliography, appendix.

Books:

1. Scientific methods & Social Research by B.N. Ghosh
Starting Publishers Pvt. Led. New Delhi

2. Quantitative Techniques
C.R. Kothari, Vikash Publishing House Pvt. Ltd., New Delhi

3. Research Methodology in Social Sciences,
A.N. Sadhu, Amarjeet Singh
Himalaya Publishing House, Bombay

4. Research in Economics and Commerce : Methodology & Surveys
H.D. Sharma, S.P. Mukherji
Indian Biographic Centre, Varanasi

5. Research Methodology : Methods and Techniques

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