

THIRD YEAR- SIXTH SEMESTER

B.Com (Gen)
B.Com. (Comp Appl)
B.Com.(Foreign Trade)
B.Com.(Adv & Sales Management)
B.Com.(Tax Procedures)
&
B.Com(E-Comm)

PR : RESEARCH METHODOLOGY & PROJECT REPORT

THPW: 2T+4R
Exam Duration: 2 Hr
Marks :50 (35R+15VV) = 4 Credits

Objective: To introduce the basics of conducting research in social sciences.

UNIT-I:

INTRODUCTION, MEASUREMENT AND HYPOTHESIS TESTING:

Meaning of Research-Steps involved- Identification of Problem- Steps involved in the selection of problem-Research Design-Meaning and Types- Measurement Levels/Scales - Scaling Techniques-Hypothesis-Meaning - Types – Testing Procedure.

UNIT-II:

PARAMETRIC AND NON-PARAMETRIC TESTS AND RESEARCH REPORT:

Introduction - t-Test - F-Test - Chi Square Test - Anova -One-Way Anova, Two-Way Anova (Concepts only) Contents of a Research Report.

SUGGESTED READINGS:

1. Research Methodology: Himalaya Publications.
2. Methodology of Research in Social Sciences: Krishna Swamy,
3. Research Methodology: Kothari & Garg, New Age Publication
4. Research Methodology: Pancerselvan R, PHI
5. Research Methodology: Dr Vijay Upagade & Dr Arvind Shende, S. Chand Publications
6. Research Methodology: Ranjit Kumar, Pearson Publication
7. Reading in Research Methodology in Commerce & Business Management: Achalapathi KV,
8. Research Methodology: Shashi.K Gupta, Praneth Rangi, Kalyani Publishers.



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GUIDELINES FOR PROJECT WORK

- 1) Project work is a part of the prescribed curriculum to B. Com students.
- 2) Project work is allotted to a group of 4 students.
- 3) During the IV semester, students are expected to undergo internship at a business firm/ Government Department /Software organization/Voluntary organization as per the guidance of teacher concerned.
- 4) Students should get a certificate from the organization.
- 5) At the end of Semester-VI, the project reports would be evaluated by the external examiner designated by the Controller of Examinations, from the panel submitted by the Board of Studies in Commerce. The Examiner would evaluate the project reports for a maximum of 35 marks and conduct Viva-Voce examination for 15 marks. The award lists duly signed would be sent the Controller of Examinations.
- 6) Examiners will examine the following in the project report: i) Survey/Analysis on the topic chosen; ii) Method of data collection; iii) Presentation: Style, Comprehensiveness, graphs, charts etc.; iv) Analysis and inference and implications of the study; v) Bibliography.
- 7) Students must ensure that they maintain **regular contact with their supervisor** and also that they provide the supervisor with drafts of their work at regular intervals.
- 8) Students are required to submit a project report on a topic related/connected with Trade, Industry & Commerce. Project can be done by taking the information from the select organization focusing on areas like marketing, finance, human resource, operations, general management etc.
- 9) Project should be a practical, in-depth study of a problem, issue, opportunity, technique or procedure or some combination of these aspects of business. The Students are required to define an area of investigation, assemble relevant data, analyse the data, draw conclusions and makerecommendations.



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SECOND YEAR- THIRD SEMESTER
RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS

PAPER CODE: COM 11: Core-I
THPW: 5; Credits: 4

Total Marks: 80+15+05=100
DESE: 3 HRS

OBJECTIVE: Objective of this course is to develop research orientation among the students and develop analytical skills

SPECIFIC OBJECTIVES:

1. To enable the students to understand the Quantitative and Qualitative Methods for conducting research.
2. Describe data analysis planning processes, Understand appropriate statistical measures, Understand data management approaches Appreciate the importance of tailored / audience sensitive data presentation
3. To Guide To The Methods, Benefits & Problems of the Interpretation of Data
4. Estimation is the computation of a statistic from sample data, often yielding a value that is an approximation
5. Sampling is the most common and widely used method of collecting information

UNIT-I:

INTRODUCTION:

Quantitative Techniques: Meaning, Need and Importance - Classification: Statistical Techniques - Operations Research techniques - Role of Quantitative Techniques in Business and Industry - Quantitative Techniques in Decision making - Limitations.

Research: Meaning, Purpose, Characteristics and Types - Process of Research: Formulation of objectives - Formulation of Hypotheses: Types of Hypotheses - Methods of testing Hypotheses - Research plan and its components - Methods of Research: Survey, Observation, Case study, experimental, historical and comparative methods - **Research Methods Vs Research Methodology** - Difficulties in Business research.

UNIT-II:

COLLECTION, PRESENTATION & ANALYSIS OF DATA:

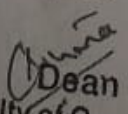
Sources of Data: Primary and Secondary Sources - Methods of collecting Primary Data - Designing Questionnaires/Schedules in functional areas like Marketing, Finance, Industrial Economics, Organizational Behavioral and Entrepreneurship (Practically students should be able to design questionnaires for given problem/cases in these areas). Census vs. Sampling - Methods of Sampling Random and Non-Random Sampling methods - Measurement and scaling techniques.

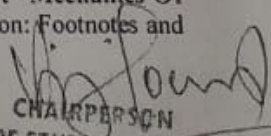
Processing and Presentation of Data: Editing, coding, classification, and tabulation - Graphic and diagrammatic presentation (Theory only). Statistical analysis of Data: Types of analysis (Descriptive analysis and inferential analysis) - Tools: Measures of Central Tendency, Measures of Variation, Skewness, Time series, Index numbers, Correlation and Regression (theory only).

UNIT-III:

INTERPRETATION AND REPORT WRITING:

Interpretation: Introduction - Essentials for Interpretation, Precautions in interpretation - Conclusions and generalization - Methods of generalization. Statistical fallacies: bias, inconsistency in definitions, inappropriate comparisons, faulty generalizations, drawing wrong inferences, misuse of statistical tools, failure to comprehend the data. (including small cases). **Report Writing:** Meaning and types of reports - Stages in preparation of Report - Characteristics of a good report - Structure of the report - **Mechanics Of Writing A Research Report-Precautions For Writing Research Report-Documentation:** Footnotes and Bibliography - Checklist for the report.


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SECOND YEAR- THIRD SEMESTER

RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS

...Continued

UNIT-IV:

STATISTICAL ESTIMATION AND HYPOTHESIS TESTING:

Concepts: Population, sample and sampling distribution - Parameters and statistics - Central limit theorem - Concept of Standard Error - Confidential limits - Estimation of population parameters - Properties of a good estimator - Point and interval estimation - Hypothesis Formulation and testing procedure - Type I and Type II errors - One tail and two tail tests (Theory only).
Sampling of Attributes: Estimation and testing of Number and Proportions of Success - Difference between two proportions (including problems).

UNIT-V:

SAMPLING OF VARIABLE:

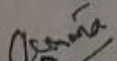
Large Samples: Difference between large and small samples - Estimating population mean - Testing: Significance of Mean - Significance of the difference between means of two samples - Significance of the difference between the standard deviations of two samples. (including problems)
Small Samples: 't' test - Fixing fiducial limits to population mean - Testing: Significance of the mean - Significance of the difference between two independent means - Significance of the difference between two dependent means (including problems).

SPECIFIC OUTCOMES:

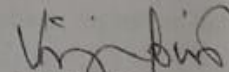
1. Understanding of the Quantitative and Qualitative Methods of research
2. Data analysis plan Quantitative data analysis Data management
3. The students are able to interpret the data analyse the same and able to do a report writing
4. Inference statistics involves testing a hypothesis. specifically
5. To measure activities and delays while a man is working and percentage of that he is not working

SUGGESTED READINGS:

1. Levin et al: Statistics for Management.,
2. Kothari: Research Methodology.,
3. Zikmund: Business Research Methods.,
4. Krishna Swamy: Methodology of Research in Social Sciences.,
5. SC. Gupta: Fundamentals of Statistics.,
6. SP. Gupta: Statistical Methods.,
7. Keller: Statistics for Management & Economics.,
8. Sanchetty & Kapoor: Business Statistics.,
9. Anderson: Statistics for Business and Economics, Achalapathi KV: Reading in Research Methodology in Commerce & Business Management.


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