

**SEMESTER IV**  
**B.COM HONOURS/PROFESSIONAL**  
**RESEARCH METHODOLOGY AND REPORT WRITING**  
**DSC**  
**w.e.f 2018 -19 AY**

**SCHEME OF INSTRUCTION  
EXAMINATION**

Hours per Week : 5  
Credits : 5  
Instruction Mode : Lecture  
Course Code : **BC.06.101.29T**  
: 3 Hrs

**SCHEME OF**

Maximum Marks : 100  
Internal Assessment : 40  
External Examination : 60  
External Exam Duration

**Objectives:** To make the students understand the Basics of Research and application of Statistical tools.

**Outcome:** This paper helps the student to understand the importance of Research and its application in taking certain decision in the day to day business operations. It also makes the students to learn the collecting and presenting the data in the form of reporting.

**UNIT – I: INTRODUCTION**

**12 Hrs**

Meaning of Research – Purpose, Characteristics and Types of Research – Process of Research Formulation of objectives – Methods of Research (Survey, observation, Case study) – Difficulties in Business Research.

**UNIT – II: DATA COLLECTION & SAMPLING:**

**12 Hrs**

Sources of Data – Primary and Secondary Sources – Methods of collecting Primary Data – Designing Questionnaires. Sample: Meaning, Definition, population, sampling process, techniques. Types of sampling: Descriptive, exploratory, Causal.

Methods of Sampling- Simple Random Sampling-Stratified Random Sampling-Systematic Sampling- Merits and demerits

### **UNIT-III: DATA ANALYSIS:**

**12 Hrs**

Scaling and Measurement: meaning, Types of scales, Types of scaling techniques. Statistical analysis of Data: Descriptive and Inferential, Application of Chi-square, correlation

### **UNIT – IV: INTERPRETATION OF DATA**

**12 Hrs**

Introduction – Essentials for Interpretation, Precautions in interpretation – Conclusions and generalization – Methods of generalizations. Errors: Validity, reliability

### **UNIT – V: REPORT WRITING:**

**12 Hrs**

Meaning and types of reports – Stages in preparation of Report – Characteristics of a good report – Structure of the report – Documentation: Footnotes and Bibliography – Checklist for the report.  
Research Paper writing (Abstract & Full length paper).

### **Text Books**

1. Gupta, Rangi, *Research Methodology*, Kalyani Publishers, 2014
2. Kothari, *Research Methodology*, New International Publishers, 2004

### **Reference Books**

1. Krishna Swamy: *Methodology of Research in Social Sciences*, Himalaya Publication House, 2018
2. Zikmund: *Business Research Methods*, Erin Joyner, 2013
3. SC.Gupta: *Fundamentals of Statistics*, Himalaya Publication House
4. SP.Gupta: *Statistical Methods*