

**SEMESTER IV**  
**B.Com Professional**  
**RESEARCH METHODOLOGY & REPORT WRITING**  
**DSC -17**  
**w.e.f 2018 -19 AY**

**SCHEME OF INSTRUCTION**

Hours per Week	: 5
Credits	: 5
Instruction Mode	: Lecture
Course Code	: <b>BC.06.101.29T</b>

**SCHEME OF EXAMINATION**

Maximum Marks	: 100
Internal Assessment	: 40
External Examination	: 60
External Exam Duration	: 3 Hrs

**Course Objectives:**

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

**Course Outcomes**

CO 1: Discuss the characteristics, types, process of research, methods of research and the pros and cons.

CO 2: Describe the sources of data, methods of sampling, sampling process, merits and demerits.

CO 3: Explain the types of scaling techniques and demonstrate the application of Chi square and correlation.

CO 4: Examine various aspects relating to interpretation and testing of data.

CO 5: List out the stages, characteristics of report writing and demonstrate the structure of the report including documentation.:

**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: Application of Chi-square and Co-relation

**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).

**Reference Books**

1. Krishna Swamy: Methodology of Research in Social Sciences;
2. Kothari: Research Methodology;
3. Zikmund: Business Research Methods;
4. SC.Gupta: Fundamentals of Statistics;
5. SP.Gupta: Statistical Methods;
6. G.L. Berry: Marketing Research