

# Veer Narmad South Gujarat University

## Research Methodology II

T.Y. B.B.A., Semester VI

Effective from Dec 2013

---

### Objectives:

1. To expose students with the process of conducting scientific business research starting with identifying a problem, through research design preparation, identifying the source of data, collection of required data, analysis of collected data, interpreting the data up to results & conclusion & preparation of research report.
2. To give proper orientation to students about business research process so that they can effectively do final semester project.
3. To provide them with enough knowledge of scientific business research so that while solving business problems in actual business situation, they can systematically apply this knowledge & take proper & rational decision.

### Pedagogic Tools:

Lectures, Case studies, Practical examples from corporate & business world.

### Course Content:

#### **Chapter 1. Observation and Experiment as Primary data collection techniques. ( 30 % )**

1. Three methods viz. observation, survey & experiments.
2. Observation as a method of primary data collection. Definition of observation
3. When observation is suitable?
4. Advantages & limitations of observation methods
5. Different classifications of observation methods:
  - Structured v/s unstructured observation
  - Disguised v/s undisguised observation
  - Natural v/s laboratory observation
  - Direct v/s indirect observation
  - Human observation v/s mechanical observation
  - Participative v/s non-participative observation
6. Definition of Experiment.
7. Types of experiments: Field v/s laboratory experiments. Their comparison on various parameters.
8. Various survey methods ( Just names )

#### **Chapter 2. Sampling & Sampling Techniques ( 15 % )**

1. Objectives of sampling.
2. Difference between sample survey and census survey.
3. Meaning & definition of various terms related to samplings. Process of sampling

4. Factors affecting sample size decision.
5. Various probabilistic sampling plans.
6. Various non-probabilistic sampling plans.

### **Chapter 3. Fieldwork & data preparation ( 15 % )**

1. Field work to collect data. Activities or process of field work.
2. Data editing & preparation cycle
3. Checking of Questionnaire.
4. Editing
5. Coding & code-book construction
6. Tabulation. Idea of cross-tabulation
7. Transcribing
8. Data Cleaning
9. Statistical Adjustment of data
10. Selection of data analysis strategy.

### **Chapter 4. Data analysis & scaling ( 20 % )**

1. Definition & General meaning of scaling.
2. Definition of attitude & limitations of attitude measurement
3. Discussion on Reliability, Validity & sensitivity of scales
4. Idea of various comparative & Non-comparative scales. Examples of attitude scales & perception scales.
- 5.
6. Purposes of statistical analysis.
7. Revision of statistical tools of analysis, like Frequency counting & Percentage, Mean, Median, Mode, Standard Deviation, Co-Relation, Regression, Frequency distribution & concepts of probability.

### **Chapter 5. Report preparation & presentation of research findings ( 20 % )**

1. Objectives & importance of Report preparation.
2. Format & Contents of a research report.
3. Different types of audiences of a research report.
4. Various types of research reports. Idea of multi-media presentations.
5. Various types of graphs & guidelines for graphs.
6. Qualities of a good research report
7. Guidelines for preparing tables.
8. Ethics in Business Research.

### **Text Books & Reference Books:**

1. Business Research Methods: Donald Cooper & Schindler, Tata McGraw Hill ( Main Text )
2. Marketing Research : Naresh Malhotra, Pearson Publications ( Second Text )
3. Marketing Research: Churchill, Dryden Press, Harcourt Publications
4. Business Research Methods: Zikmund , Cengage Publishing
5. Business Research Methods : Saunders, Pearson Publications.