

## COMMERCE ELECTIVES SEMESTER-IV

B.COM

SEMESTER IV

Business Research Methods (GE 5)  
(100 Marks – 60 Lectures)

**Objectives:** To develop analytical skills in students to undertake research in various domains of commerce and business.

### Unit I Introduction

(20-25 Marks, 15 Lectures)

Meaning of business research, Importance of business research, Types of business research, Process of business research, Identification of research problem, Review of literature, Formulation of research hypothesis, Research design – Meaning, Types of research design.

### Unit II Sampling Theory

(15-20 Marks, 10 Lectures)

Population and sample study, Sampling considerations, Sample design, Sampling techniques, Sampling errors.

### Unit III Data Collection and Data Analysis

(30-40 Marks, 25 Lectures)

(a) Data Collection: Sources of data – Primary sources, Secondary sources, Attitude measurement scale, Questionnaire designing, Interview techniques, Data coding.

(b) Data Analysis: Tabulation and graphs, Descriptive statistics – Measures of central tendency, Measures of dispersion, Skewness and Kurtosis, Correlation, Regression, Parametric tests - ANOVA, t-tests (Independent sample t-test, Paired samples t-test), Non-parametric tests – Chi-Square test, Mann-Whitney U Test, Wilcoxon test, Analysis of scale data.

(Relevant softwares may be used)

### Unit IV Research Report

(10-15 Marks, 10 Lectures)

Types of research report, Essentials of research report, Principles of writing, Writing of findings, conclusion, suggestions/recommendations, Bibliography and Reference styles, Document formatting, Plagiarism.

#### References:

1. Chawla, D., & Sondhi, N. *Research Methodology: Concepts and Cases*. New Delhi: Vikas Publishing House.
2. Cooper, D., & Schindler, P. *Business Research Methods*. New Delhi: Tata McGraw Hill.
3. Gupta, S. C. *Fundamentals of Statistics*. New Delhi: Himalaya Publishign House.
4. Krishnaswami, O., & Ranganathan, M. *Methodology of Research in Social Sciences*. New Delhi: Himalaya Publish House.
5. Levin, & Rubin. *Statistics for Management*. New Delhi: Prentice Hall.
6. Malhotra, N., & Dash, S. *Marketing Research: An Applied Orientation* (Sixth ed.). New Delhi: Pearson Education.



7. Sachdeva, P. K. (2010). *Business Research Methodology*. New Delhi: Prentice Hall.