

MBA I Year	MBA-C203		Semester-II		
	Research Methodology				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	03	40

OBJECTIVE: The objective of this course is to develop the research skills of the students in investigating the business problems with a view to arrive at objective findings, interpretation of data and conclusions of their investigation in the form of systematic reports.

- Research in Management: Definitions, Meaning, Scope and Objectives of Research, Different Approaches to Research – Scientific Methods and Non scientific Methods; Types of Business Research; The Research Process; Ethics in Business Research. **(8 hours)**
- Formulation and Definition of Business Research Problem; Formulation of Research Hypotheses Business Research Design – Meaning and Formulation; Research Design Classification – Exploratory Research Design (Secondary Data & Qualitative Research), Descriptive Research Design (Survey & Observation) and Causal Research Design (Experimentation). **(8 hours)**
- The Sampling Design Process; Types of Sample Design – Probability and Non-probability Sampling Designs; Size of Sample; Sampling Errors; Concept of Measurement and Scaling; Important Scaling Techniques. **Case Study 1:** Attitudes Towards Technology and Lifestyle **(8 hours)**
- Questionnaires and Observation Forms; Questionnaire Design Process; Collecting Primary Data through Observations, Semi-structured Interviews, In-depth Interviews and Questionnaire; Processing of Research Data Editing, Coding, Classification and Tabulation. **Case Study 2:** Telephonic Survey in South India **(8hours)**
- Basic Data Analysis – Overview of Univariate, Bivariate and Multivariate analysis, Descriptive Statistics; Univariate Statistics – Hypotheses Testing; Bivariate Analysis – Test of Differences and Measures of Association; Multivariate Analysis, Importance of the Report & Presentation; Business Report Format; Report Writing. **(8hours)**

SUGGESTED READINGS:

1. Beri, G.C. (2008). Marketing Research. Tata McGraw Hill, New Delhi.
2. David, J. L., Ronald, S., Rubin. (1994). Marketing Research. PHI Learning Pvt. Ltd, New Delhi.
3. Donald R.C. & Pamela, Schindler (2010). Business Research Methods. McGraw Hill, New Delhi.
4. Kothari C.R. (2009). Research Methodology. Vishwa Prakashan, New Delhi.
5. Madan P., Paliwal V., Bhardwaj. R. (2010). Research Methodology. Global Vision Publishing House, New Delhi.
6. Malhotra, N.K. (2008). Marketing Research – An Applied Orientation. Pearson Education, New Delhi.
7. Panneerselvam, R. (2004). Research Methodology. PHI Learning Pvt. Ltd, New Delhi.
8. Saunders, Lewis & Thornhill (2003). Research Methods for Business Students. Pearson Education.
9. Tripathi P.C. (2002). Research Methodology. Sultan Chand & Co., New Delhi.
10. Wilkinson & Bhandarkar (2003). Methodology & Techniques of Social Research. Himalaya Publishing House, New Delhi.
11. Zikmund, W. G., Babin, B. J., Carr, J. C., Adhikari, A. & Griffin, M. (2017). Business Research Methods: A South-Asian Perspective. Cengage Learning India Pvt. Ltd, New Delhi.
12. **Case Study 1:** Zikmund, W. G., Babin, B. J., Carr, J. C., Adhikari, A. & Griffin, M. (2017). Business Research Methods: A South-Asian Perspective. Cengage Learning India Pvt. Ltd, New Delhi.
Case Study 2: Telephonic Survey in South India

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.