

<b>M.COM. [CBCS] Semester – 3</b>		
<b>1</b>	<b>Core</b>	<b>Business Research Application</b>

**Name of the Course** : **Business Research Application**  
**Course credit** : **03**  
**Teaching Hours** : **45 (Hours)**  
**Total marks** : **100**

**Objectives:** The objective of this course is to make the students to learn the application of statistical tools and techniques of Research for Business decision making and planning.

.Unit	Content	No. of Lectures
1	<b>Chi – Square Test:</b> Introduction & Meaning, Definition and Nature, Condition, Uses, Testes of Goodness to fit, Test of Independence, Test for population variance, Test for homogeneity, Typical Examples with Hypotheses Testing, <b>Practical Questions</b>	<b>12</b>
2	<b>Analysis of Variable (ANOVA):</b> Introduction and Meaning, Assumptions for Analysis of Variance Analysis of variance for one-way classification, Analysis of variance for two-way classification, Latin Square Design and Typical illustrations with Hypotheses Testing, <b>Practical Questions</b>	<b>11</b>
3	<b>t – test &amp; Z – test:</b> Introduction-Meaning of t – test and Z – test – Multi-Variate analysis -Regression analysis - Factor analysis, <b>Practical Questions</b>	<b>11</b>
4	<b>Decision Theory:</b> Introduction and Meaning, Scope of Decision Theory, Steps of Decision Making Process, Types of Decision Making Environment (Certainty, Risk, Uncertainty), Decision Making under Uncertainty: Optimistic Criterion, Pessimism Criterion, Equal Probabilities Criterion, Coefficient of Optimism Criterion, Regret Criterion, Decision Making Under Risk: Expected Monetary Value (EMV), Expected Opportunity Loss (EOL), Expected Value of Perfect Information (EVPI), <b>Practical Questions</b>	<b>11</b>
<b>Total Lectures</b>		<b>45</b>



### Important Instructions for paper setter: -

Paper setter has strictly instructed to follow the following instruction of structure of a question paper while setting the University examination question paper for regular and external candidates.

UNIVERSITY EXAMINATION		
Sr. No.	Particulars	Marks
1	QUE - 1 (From Unit 1) (OR) QUE - 1 (From Unit 1)	20
2	QUE - 2 (From Unit 2) (OR) QUE - 2 (From Unit 2)	20
3	QUE - 3 (From Unit 3) (OR) QUE - 3 (From Unit 3)	15
4	QUE - 4 (From Unit 4) (OR) QUE - 4 (From Unit 4)	15
	<b>Total Marks</b>	<b>70</b>

### Suggested Readings and Reference Books:

1. Statistical Methods – S. P. Gupta (Sultan and Chand)
2. Fundamentals of statistics – V. K. Kapoor (Sultan and Chand)
3. Testing statistical Hypothesis – Lehman E. L. (Willy Eastern)
4. Basic Statistics – B. C. Agrawal
5. Elements of Statistics – Elhance
6. Applied statistics – S. C. Gupta and V. K. Kapoor
7. Research Methodology – Deepak Chawla & Neena Sondhi (Vikash Publishing House Pvt Ltd)
8. Research Methodology – C.R. Kothari (New Age International Publishing House)
9. Business Statistics – J.K. Sharma (Vikash Publishing House Pvt Ltd)

**Note: Latest Editions of the above books may be used.**

