

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

**Name of the Course : Business Research**

**Course credit 04**

**Teaching Hours : 45 (Hours)**

**Total marks 100**

**Objectives: To equip and orient the students towards research.**

Unit	Content	No. of Lectures
1	<b>Business research – A theoretical framework :</b> Concept of business research-importance of research in business decisions-business research process	<b>11</b>
2	<b>Data collection in business research :</b> Methods and techniques of data collection-Sampling and sampling design-Questionnaire designing and development-Attitude measurement and scaling.	<b>11</b>
3	<b>Organization of business research &amp; Sampling:</b> Defining business research problem-Formulation of hypotheses, testing of hypotheses, experimental design-Sampling Techniques	<b>13</b>
4	<b>Quality Characteristics and Quality Control Charts:</b> Causes of variations in quality characteristics-Quality control charts – Its purpose and logic -Construction of Control Charts -Computing the Control Limits-Variable chart (Variable chart, Range Chart)-Fraction defectives chart (p-chart)-Number of defectives chart (np-chart)-Number of defectives per unit chart (c-chart)-Typical examples	<b>10</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		
(Que. No. 1 to 4 are compulsory for regular students and external candidates)		
Sr. No.	Particulars	Marks
1	QUE - 1 (From Unit 1) <b>(OR)</b> QUE - 1 (From Unit 1)	20
2	QUE - 2 (From Unit 2) <b>(OR)</b> QUE - 2 (From Unit 2)	20
3	QUE - 3 (From Unit 3) <b>(OR)</b> QUE - 3 (From Unit 3)	15
4	QUE - 4 (From Unit 4) <b>(OR)</b> QUE - 4 (From Unit 4)	15
	<b>Total Marks</b>	<b>70</b>

### Suggested Readings and Reference Books:

1. C. R. Kothari Research Methodology ,Wiley Eastern)
2. Dr. S. Shajahan Research Methodology ,Jaico Publishing House
3. S. P. Gupta Statistical Methods ,Sultan Chand
4. William G. Zikm, Business Research Methods, The Dryden Press, New York.
5. Green Paul, Full Donald, Research for Marketing Decisions, Holt Rinehart and Winston, New York.
6. Rigby Paul H., Conceptual Foundation of Business Research, Wiley and Sons, New Delhi.
7. Clover Vernon T. & Howard Basley, Business Research Methods, Ohio Grid pub. Clumbus.
8. Michel V.P., Research Methodology in Management, Himalaya, Bombay.
9. Emory C. William, Business Research Methods, Macmillan Publishing Co., New York.
10. Richard Levis, Statistics for Management, PHI, New Delhi.
11. Berenson, Canol and Raymond Colton, Research and Report Writing for
12. Business and Economic, Random House, New York.
13. Edward F. Reading in Market Research, The British Market Research Bureau, London.
14. Robert Ferber, Handbook of Marketing Research, McGraw Hill, New York.

**Note: Latest edition of the reference books should be used.**