

## Syllabus for M.Com (Banking & Insurance)

Course Name: Business Research Methodology

Semester: II

Course Code: 204

Marks Distribution: 20+80

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Unit- I: Nature and Scope of Business Research – Objectives types and Characteristics of Business research- Importance of Business research- Applications of Business research- Steps involved in research process.

Unit- II: Formulation of business research problem: Selecting and defining the problem- Research Design: Meaning- Purpose- Research design Decisions- Research designs for exploratory, descriptive and experimental studies.

Unit- III: Collection of primary data- Interview, Questionnaires and Schedules- Designing Questionnaires- Collection of secondary data- sources of secondary data for business research.  
Sampling Design: Types of samples- criteria for selection of sample- Characteristics of good sample design.

Unit- IV: Data processing and Analysis: Validity and Reliability- Data Processing- Editing, Coding and Tabulation.  
Analysis of Quantitative Data: Application of statistical techniques- Averages, Correlation, regression, time- series- Analysis of Quantitative data: Scaling Techniques- Important Scaling Techniques.

Unit- V: Interpretation and report writing: Inferences and generalizations- Significance of Business Research reports- format of Research Report- Steps in preparing business- Research report- precautions in writing business Research Report- characteristics of good Research Report.

### Suggested Readings:

1. C.R.Kothari: Research Methodology Methods and Techniques, Wishwa Prakashan, New Delhi.
  2. Wilkinson and Bhandarkar Methodology and Techniques of Social Sciences Research, Himalaya Publications.
  3. Ferber T and Verdoorn F.H. Research Methods in Economics and Business
  4. Nemmers B.E. & Mysers J.H Business Research, Text and Cass, Mc Graw Hill
  5. Freund J.E. Elementary Business Statistics, F.J.Prentice Hall
- Speigal M.R.An Introduction to Management for Business Analysis, Mc Graw Hill,  
Michael V.P.Research Methodology in Management, Himala Publishing House.