

**MOTHER TERESA WOMEN'S UNIVERSITY
KODAIKANAL**

COURSE WORK EXAMINATION: RESEARCH METHODOLOGY

COMMERCE

Objectives:

1. To develop the theoretical knowledge in research
2. To develop the skill of designing and adhering to the appropriate methodology for improving the quality of research

UNIT I

Research – Meaning – Purpose – Types of Research – Significance of Research in Business Sciences. Steps in Research – Identification , Selection and Formulation of Research Problem – Research Questions – Research Design – Hypothesis : concept Sources and Types – Formulation of Hypothesis for testing – Review of Literature: Nature and Purpose.

UNIT II

Sampling – Sampling /theory – Types of Sampling – Probability and Non Probability Sampling – Steps in Sampling – Advantages and Limitations of Sampling – Sampling and non – sampling Errors – Estimation of sample size – Desirability and precautions.

UNIT III

Collection of data – Primary data – Interview – Questionnaire – Observation – Experimental and Case study – Types thereof – Suitability of each mode – Pretest – Pilot study – Secondary data: Nature, Sources, Desirability and precautions.

UNIT IV

Processing the data – checking – Editing – Coding – Transcription and Tabulation – Analysis – Use of Measuring of Central tendencies in research – Use of measures of Dispersion in Research – Use of measures of Relationship like simple, Multiple and Partial Correlation and Regression Analysis in research – Use of Association of Attributes – Hypothesis Testing : Z,t,F and Chi square tests and uses – Interpretation of data – Uses and Limitations – Skills needed for right interpretation. Non – parametric Tests: Nature and Significance – Sign Test, Run Test and Mann – Whitney U test. Kursal Wallis Test.

UNIT V

Structuring the Research Report: Chapter Format – Pagination – Indentation – Using Quotations – Presenting Foot – notes – Abbreviations – Presentation of

tables and figures – Referencing – Documentation – Use and format of appendices – Indexing – Technique, style and linguistic aspects of report writing.

Reference Books:

1. Scientific Social Surveys and Research, Young Pauline V.
2. Methods in Social Research, Goode & Hatt.
3. Introduction to Research Methods, Robert B Burns
4. Handbook of Qualitative Research, Norman K Denzin
5. Business Research Methods, Emory William C
6. Business Research Concepts and Practice, Murdick Robert
7. Adventures in Social Research, Earl R. Babbie
8. Thesis and Assignment Writing, Anderson
9. An Introduction to Research Procedure in Social Sciences, Gopal M .H.
10. Research methods in Commerce, Amarchan D.(Edt.)
11. Methodology of Research in Social Sciences, O.R. Krishnaswami & M. Rangatham