

5313 NEW

M.Com (EAFM):

Final

9.3 Research Methodology

Unit-I

Research Methodology- Objectives and types of Research methodology and Objectives of Research, Types of Research – descriptive and analytical, applied and Fundamental, Quantitative and qualitative, conceptual and empirical, Research methods vs. Methodology, research process and criteria of good research.

Unit- II

Research problem Formulation – defining and formulating research Problem, Selecting the Research Problem, necessity of Defining problem, Sources of research Problem, Literature Review , Features of good Literature review, Identification of Research gap.

Unit- III

Construction of Schedules and Questionnaire: Their uses- practical considerations, measurement of scales and indices, pilot studies, field work case study methods, essentials of good questionnaires and schedule.

Hypothesis: Meaning and importance, Characteristics of usable Hypothesis, Different forms of Hypothesis, Difficulties in formation of Hypothesis, Testing of Hypothesis, Errors in Hypothesis Testing.

Unit –IV

Research design- meaning, need of research design, basic principles of research design, Features of good research design, Types of Research Design– exploration, decryption, diagnosis, experimentation. Questionnaire and schedule, their Uses, Merits and Demerits

Unit-V

Data collection and analysis – Importance of data, Primary and Secondary data , Their Merits and demerits , Uses, Methods of collecting of Primary Data .

Sampling- Concept of Statistical population, Sampling , sampling frame , sample size , characteristics of a good sample, types – Probability sample, random sample, Systematic sample, stratified random sample, multi stage sampling , Determinants of sample size , Sampling Errors.

Suggested Readings:

1. B.L.Kothari: Research Methodology-Tools and Techniques, ABD Publishers,Jaipur, India
2. C.R. Kothari: Research Methodology and Quantitative techniques
3. Pankaj Madan, Vageesh Paliwal, Rahul Bhardwaj : Research Methodology; Global Vision Publishing House, New-Delhi
4. Sharma K.R.: Research Methodology; National Publishing House