

BUSINESS RESEARCH METHODS



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Product Details: PUNE UNIVERSITY BUSINESS RESEARCH METHODS

Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

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BUSINESS RESEARCH METHODS Unit 1: Foundations of Research1) Research: Definition, Why Study Business Research? What is Good

Research? Decision Support, Business Intelligence, Research Applications in Functional Areas of Business, Emerging Trends in Business Research.2) **Research and the Scientific Method:** Characteristics of Scientific Method.3) **Steps in Research Process**4) **Concept of Scientific Enquiry:** Formulation of Research Problem – Management Question – Research Question – Investigation Question.5) **Research Proposal:** Elements of a Research Proposal, Drafting a Research Proposal, Evaluating a Research Proposal (Students are Expected to Draft and Evaluate a Real Life Research Proposal). **Unit 2: Research Design**1) **Concept, Features of a Good Research Design, Use of a Good Research Design.**2) **Qualitative Research and Quantitative Research Approaches, Comparison - Pros and Cons of both Approaches.**3) **Exploratory Research Design:** Concept, Types – Qualitative techniques - Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation.4) **Descriptive Research Designs:** Concept, Types and Uses. Concept of Cross-sectional and Longitudinal Research.5) **Experimental Design:** Concept of Cause, Causal Relationships, Concept of Independent and Dependent Variables, Concomitant Variable, Extraneous Variable, Treatment, Control Group. (Elementary Conceptual Treatment Expected).6) **Hypothesis:** Qualities of a Good Hypothesis –Framing Null Hypothesis and Alternative Hypothesis. Concept of Hypothesis Testing – Logic and Importance. **Unit 3: Measurement and Data**1) **Concept of Measurement:** What is Measured? Problems in Measurement in Management Research - Validity and Reliability. Levels of Measurement – Nominal, Ordinal, Interval, Ratio.2) **Attitude Scaling Techniques:** Concept of Scale – Rating Scales *viz.* Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison and Forced Ranking - Concept and Application.3) **Types of Data – Secondary Data:** Definition, Sources, Characteristics, Searching World Wide Web for Data, Issues to be Considered for Secondary Data, Sufficiency, Adequacy, Reliability, Consistency.4) **Types of Data – Primary Data:** Definition, Advantages and Disadvantages over Secondary data.5) **Questionnaire Method:** Questionnaire Construction – Personal Interviews, Telephonic Survey Interviewing, E-mail/Internet Survey, Online Survey Sites, their Utility, Constraints. **Unit 4: Sampling**1) **Basic Concepts:** Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a Good Sample. Sampling Frame (Practical Approach for Determining the Sample Frame Expected), Sampling Errors, Non-sampling Errors, Methods to Reduce the Errors, Sample Size Constraints, Non-response.2) **Probability Sample:** Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling and Cluster Sampling. 3) **Non-Probability Sample:** Judgement Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling and Snowballing Sampling Methods. Determining Size of the Sample: Practical Considerations in Sampling and Sample Size, (Sample Size Determination Formulae and Numerical not Expected). **Unit 5: Data Analysis and Report Writing**1) **Data Analysis:** Editing, Coding, Univariate Analysis – Tabular Representation of Data, Frequency Tables, Construction of Frequency Distributions and their Analysis in the Form of Measures of Central Tendency – Mean,

Median and Mode; their Relative Merits and Demerits.2) **Graphical Representation of Data:** Appropriate Usage of Bar Charts, Pie Charts, Histogram, Leaf and Stem, Candle Stick, Box Plots. (Use of MS Excel).3) **Bivariate Analysis:** Cross tabulations, Use of Percentages, Bivariate Correlation Analysis – Meaning & Types of Correlation, Karl Pearson's Coefficient of Correlation and Spearman's Rank Correlation; Scatter Plots, Chi-square Test Including Testing Hypothesis of Association, Association of Attributes. (Formulae and Calculation are not Expected. Interpretation of the given Data and Scenario Analysis is Expected for Appropriate Managerial Decision Inferences to be Drawn.)4) **Linear Regression Analysis:** Meaning and Two Lines of Regression; Relationship between Correlation and Regression Co-efficient (Formulae and Calculation are not Expected. Interpretation of the given data and Scenario Analysis is Expected for Appropriate Managerial Decision Inferences to be Drawn.)5) **Test of Significance:** Small Sample Tests – t (Mean, proportion) and F Tests, Z Test, Non-parametric Tests – Binomial test of Proportion, Randomness Test; Analysis of Variance – One Way and two-way Classifications (Formulae and Calculation are not Expected. Interpretation of the given Data and Scenario Analysis is Expected for Appropriate Managerial Decision Inferences to be Drawn).6) **Research Reports:** Structure of Research Report, Report Writing and Presentation.

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