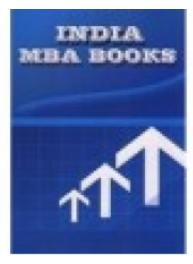
BUSINESS RESEARCH METHOD



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Unit-I

Business research; its concept, nature, scope, need and managerial value of business research; components of theory –

definitions, concepts, constructs, variables, hypothesis, process of research and structure of research proposal

Unit-II

Research design - concept and types - exploratory, descriptive, diagnostic and experimental; sampling design;

techniques, factors influencing sample size, measurement - concept, measurement scales - types and construction of

scales and reliability and validity aspects in measurement

Unit-III

Methods of data collection – questionnaire/schedule; questionnaire designing, interview and observational methods; data

analysis and interpretation, editing, coding, content analysis and tabulation; hypothesis testing – an overview of

parametric and non-parametric tests (Analysis of Variance, X test, Wilcoxon Matched – pairs signed – rank test, Mann –

Whitney test, Kruskal – Wallis H-test) Unit-IV

An overview of dependent and interdependent methods (multiple regression, discriminant analysis, conjoint analysis,

factor analysis, cluster analysis); ingredients and constructions of research report; procedure of preparation of reference and bibliography

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