MASTER OF COMMERCE (M.COM)

SEMESTER-III

(MCMM22303T): RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS

MAX. MARKS: 100

EXTERNAL: 70

INTERNAL: 30

PASS: 40%

CREDITS: 6

Objective: To enable students to identify various data collection methods for the purpose of research and the statistical tools required for the analysis of data.

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from sections A and B ofthe question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

SECTION-A

Unit 1: Research and Data Collection Introduction to Business Research, Research Plan, Collection of Data

Unit 2: Sample Measurement and Scaling Techniques

Unit 3: Processing and Preservation of Data: Processing of Data, Diagrammatic and Graphic Presentation

Unit 4: Measures of Central Tendency

Unit 5: Measures of Variation and Skewness

SECTION-B

Unit 6: Relational and Trend Analysis: Correlation and Simple Regression

Unit 7: Time Series Analysis and Index Numbers

Unit 8: Probability and Hypothesis Testing: Probability and Probability Rules Probability Distributions

Unit 9: Tests of Hypothesis–I Tests of Hypothesis – II, Chi-Square Test

Unit 10: Interpretation and Reporting: Interpretation of Statistical DataReport Writing

Suggested Readings:

- Cooper, D. R., and Schindler, P.S., "Business Research Methods", 9th Edition, Tata McGraw-Hill, New Delhi.
- Levine, D.M., Krehbiel T.C. and Berenson M.L., "Business Statistics", 12th Edition (2012), Pearson Education, New Delhi.
- Kothari, C. R., "Research Methodology", 2nd Edition (2008), New Age International.
- Anderson, D.R.; Sweeney, D.J. and Williams, T.A., "Statistics for Business and Economics", 2nd edition (2011), Thompson, New Delhi.
- http://swayam.gov.in/

