

## Paper: Business Research Methodology

### Course Contents:

Module	No.	Topic
I	1.	Introduction to Research: Nature and Scope of Business Research, The Role of Research in Management Decision Making, The Research Process, Basic Terminologies used in Research, Defining Research Problem, Research Objectives and Framing Hypothesis, Preparing a Research Plan
II	2.	Research Design Formulation: Research Design-Concept and types; Exploratory Research Design-Secondary data and Qualitative Research; Descriptive Research Design-Survey and Observation; Causal Research Design – Experimentation.
III	3.	Sources and Collection of Data: Secondary Data; Collection of Primary Data; Measurement and Scaling; Questionnaire and Form Design; Sampling: Design and Procedures; Fieldwork: Data Collection.
IV	4.	Presentation, Analysis and Interpretation of Data using analytical tools and software
	5.	Report writing, referencing and preparing bibliography
	6.	Contemporary issues in Research
V	7	Marketing Research Process; Questionnaire designing, scaling and coding. Factor Analysis – Basic Concept-Conducting factor analysis - Determining the number of factors and Interpreting Factors-Applications in Marketing. Discriminant analysis-Basic concept--Conducting Discriminant analysis – Interpretation Applications in Marketing
VI	8	Cluster Analysis – Basic Concept-Conducting Cluster analysis – Deciding on the number of clusters - Profiling clusters - Applications in Marketing Multidimensional Scaling – Basic Concept-Conducting MDS – Deciding on the number of dimensions - Applications in Marketing Ethical issues involved in Marketing research.

## **Reference Books:**

Donald Cooper, Pamela Schindler, J K Sharma, Business Research Methods, McGraw Hill Education, India, 11th edition, 2012

Malhotra Naresh & Dash Satyabhushan. Marketing Research, Pearson Education, India, 7th edition, 2019

Thomas Edwards, Research Design & Statistics, McGraw Hill Education, India, 1st edition, 2012

T N Srivastava, Shailaja Rego, Business Research Methodology, McGraw Hill Education, India, 1st edition, 2012

William Zikmund, Business Research Methods, Cengage, 9<sup>th</sup> edition, 2012