

Paper I: 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; scaling and coding; 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; Quantitative Data Analysis - Descriptive statistics, Inferential statistics; 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. Qualitative Data Analysis - Content Analysis and Thematic Analysis. Ethical issues involved in Marketing research.

Reference Books:

Cooper, D. R., Schindler, P. S., & Sharma, J. K. (2018). *Business Research Methods* (12th ed.). McGraw Hill Education.

Field, A. (2017). *Discovering Statistics Using IBM SPSS Statistics* (5th ed.). Sage Publications

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.

Malhotra, N. K., & Dash, S. (2019). *Marketing Research: An Applied Orientation* (7th ed.). Pearson Education.

Nargundkar, R. (2020). *Marketing Research: Text and Cases* (4th ed.). McGraw Hill Education.

Sarstedt, M., & Mooi, E. (2019). *A Concise Guide to Market Research: The Process, Data, and Methods Using IBM SPSS Statistics* (3rd ed.). Springer.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2019). *Business Research Methods* (10th ed.). Cengage Learning.