

VEER NARMAD SOUTH GUJARAT UNIVERSITY,
SURAT.

Syllabus

Semester I

M.Com. Paper 3 - Research Methodology I

To be in force from Academic Year 2010-2011

1. Nature and Scope of Social Research 20 %
Approach to Social Research
Basic procedures in Social Research
Typology of Research: Basic Research, Applied Research, Action Research, Survey Research, Library Research, Laboratory Research AND
Data collection Strategies: Primary data through communication, Observation and experiments, Methods of Collection of primary data, Different forms of Questionnaires, Sources of Secondary Data, Projective techniques.
2. Variable. Constant Attribute. Rule of Measurement. Type of Scales: Nominal, Ordinal, interval and Ratio Scale, Mathematical and Statistical analysis of scales, Scaling Techniques, Thrustones scale, Linkert's scale and Semantics differentials. 20 %
3. Univariate Analysis: Measure of central tendency and dispersion 30 %
Bivariate Analysis : Correlation & Regression Analysis
4. Univariate Probability Distributions: Normal And Standard Normal distribution, X^2 , t and F distribution and their properties. 30 %

Reference:

1. Jahoda & Cook : Research Methods in social Relations; Henry Holt and Company, New York: 1959.
2. Zikmund William G : Business Research Methods; Thomson Learning;(2002).
3. Berenson Mark L.& Levine David M.: Basic Business Statistics:Concepts and Applications; Prentice Hall (2006).
4. Churchill: Marketing Research; University of Wisconsin-Madison Dawn Iacobucci, Northwestern University (2002).
5. Levin & Rubin : Statistics for management; 7th Ed., 1994.
6. Kothari C.R. : Research Methodology; Wilay Eastern - New Delhi : 1985.

7. Kothari C.R. : Quantitative Techniques: Vikas Pub. House - New Delhi, (1978)
8. Hooda R.P.: Statistics for business and Economics; Macmillan, New Delhi.
9. Bedekar, V.H.: How to write Assignments, Research papers, Dissertation and Thesis
10. Good, W.(1952): Methods in social Research; McGraw Hill,
11. Neuman Lawrence W.; Social Research Methods: Qualitative and Quantitative; Prentice Hall (September 23,2005)
12. Mood A.M., Graybill F.and Boes p.C: Introduction to the theory of statistics, McGraw Hill, Kogakusha Pub.Co.

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Syllabus

Semester II

M.Com. Paper 6 - Research Methodology II

To be in force from Academic Year 2010-2011

1. Sampling Techniques : Random, Stratified, Systematic, Convenience, Quota,
Cluster and multistage sampling methods, Determination of Sample size for both continuous attributes data. 40 %
2. Testing of Hypotheses :
Hypotheses Testing (Applications of Normal, X^2 , t and F) : Null and Alternative hypothesis, types-I & types-II errors, Power of the test, level of significance, Small & Large sample tests of signification for onr tailed and two tailed hypothesis. (Including ANOVA-One way & two way) as an application.
Difference between parametric and non-parametric tests.
Non-parametric tests : Sign test, median test, Mann-Whitney, Wilcoxon rank sum, Krushkal Wallis K.S. test of one and two sample problems. 40 %
3. Preparation of Research report of thesis : Basic Requirement of a Good Reports Or Thesis, Statement, Scope and Limitations of The Research, Methodology followed, Use of Scientific Language, Aids of Clear Presentation, Presentation of Results and Conclusions of Research 20 %

Reference:

1. Jahoda & Cook : Research Methods in social Relations; Henry Holt and Company, New York: 1959.
2. Zikmund William G.: Business Research Methods; Thomson Learning;(2002).
3. Berenson Mark L.& Levine David M.: Basic Business Statistics:Concepts and Applications; Prentice Hall (2006).
4. Churchill: Marketing Research; University of Wisconsin-Madison Dawn Iacobucci, Northwestern University (2002).
5. Levin & Rubin : Statistics for management; 7th Ed., 1994.
6. Kothari C.R. : Research Methodology; Wilay Eastern - New Delhi : 1985.

7. Kothari C.R. : Quantitative Techniques: Vikas Pub. House - New Delhi, (1978)
8. Hooda R.P.: Statistics for business and Economics; Macmillan, New Delhi.
9. Bedckar, V.H.: How to write Assignments, Research papers, Dissertation and Thesis.
10. Cochran W.G.: Sampling Techniques (1977); 3rd Ed., John Wilay & Sons
11. Good, W.(1952): Methods in social Research; McGraw Hill,
12. Neuman Lawrence W.; Social Research Methods: Qualitative and Quantitative; Prentice Hall (September 23,2005)
13. Mood A.M., Graybill F.and Boes p.C: Introduction to the theory of statistics, McGraw Hill, Kogakusha Pub.Co.
14. Gibbons,J .: Non-parametrics methods; McGraw Hill.