

**K L UNIVERSITY**  
**DEPARTMENT OF COMMERCE**  
**B.Com (Honours) (Accounting & Finance)**  
IV - SEMESTER

**BUSINESS RESEARCH METHODS**

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**Unit – I : Research(Hours : 4 )**

Research - meaning and purpose - essentials of scientific method - limitations in social and behavioural research - types of research: exploratory, pure, applied, analytical, descriptive, historical, experimental, survey, case study.

**UNIT – II: Business research design(Hours : 6 )**

Business research design - steps in business research - selection and formulation of a research problem - review of previous research - delimitation of the scope of the study - setting up of objectives - definition of concepts - formulation of hypothesis and research questions - preparation of research design - construction of tools - field work and collection of data.

**Unit – III: Formulation of hypothesis(Hours : 8 )**

Formulation of hypothesis - meaning of hypothesis - types of hypothesis - sources of hypothesis - testing of hypothesis - errors in testing - sampling techniques: sampling theory - sampling error and data collection error - sample size - sampling methods and their application - testing the appropriateness of a sample - sample unit and sample size.

**Unit – IV: collection of data(Hours : 6 )**

Principles and methods of collection of data - primary and secondary data - observation - interview - questionnaire - telephone interviews - construction of interview schedule and questionnaire - scales - checklist, pre test, pilot study - reliability testing and validating a questionnaire - attitude measurement - methods of scale construction - multidimensional scaling.

**Unit – V: Processing and analysis of data(Hours : 6 )**

Processing and analysis of data : checking - editing - coding - transcription and tabulation - data processing through computers - report writing - target audience - types of reports - contents of a report - style and conventions in reporting - steps in drafting a report.

**Text Book**

- 1.S.N.Murthy, Business Research Methods, Excel Publications, 2009, 3<sup>rd</sup> Edition, New Delhi.
2. David Kaplan, The Sage Hand book of Quantitative Methodology, Sage Publications, 2008, 5<sup>th</sup> Edition, New Delhi.

**Reference Books**

1. Donald R Cooper, Pamela S Schindler, Cooper Donald, Business Research Methods, Tata McGraw Hills, 2005, 9<sup>th</sup> Edition, New Delhi..
2. Anderson J. Berry H.D. & Poole M., 'Thesis and Assignment Writing', Wiley Eastern Limited. 2006, 1<sup>st</sup> Edition, New Delhi.
3. Taylor,et al., Research Methodology: A Guide for Researchers in Management and Social Sciences, PHI Learning.2008, 2<sup>nd</sup> Edition, New Delhi.

4. Joe Hair, Arthur Money, Phillip Samouel, Essentials of Business Research Methods, John Wiley and Sons. 2003, 1<sup>st</sup> Edition, New Delhi.