



TEACHING PLAN: RESEARCH METHODOLOGY

SCHOOL: ASOM		ACADEMIC SESSION: 2021 – 2022		MBA 2 nd SEMESTER FOR STUDENTS' BATCH: 2021	
1	Course code	MGTM-202			
2	Course Title	Research Methodology			
3	Credits	4			
4	Learning Hours	Contact Hours		60	
		Assessment		20	
		Guided Study		20	
		Total hours		100	
5	Course Objective	<ol style="list-style-type: none"> 1. To familiarize participants with basic of research and the research process. 2. To enable the participants in conducting research work and formulating research synopsis and report. 3. To familiarize participants with Statistical packages such as SPSS/EXCEL. 4. To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem. 5. To learn skills and techniques of compiling reports of a research or project. 			
6	Course Outcomes	<ol style="list-style-type: none"> 1. Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling. 2. Have basic knowledge on qualitative research techniques. 3. Have adequate knowledge on measurement & scaling techniques as well as quantitative data analysis. 4. Have basic awareness of data analysis-and hypothesis testing procedures 5. Learn skills and techniques of compiling reports of a research or project. 			
7	Outline syllabus:				
7.01	Unit	Section	Introduction	Reference Number	Teaching Methods
7.02	Unit-1	(a)	Meaning, types, process, research problem, Research design: Meaning, types of research design, features of a good design https://www.digimat.in/nptel/courses/video/121106007/L01.html https://www.youtube.com/watch?v=2y6GnKDUHg https://leverageedu.com/blog/research-design/	TB1 1-28 RB4 3-30	White Board & PPT
		(b)	Components of theory – definitions, concepts, constructs, variables https://www.youtube.com/watch?v=bpKarwfDRik	RB4 2-18	White Board & PPT
		(c)	Hypothesis, process of research and structure of research proposal. https://onlinecourses.nptel.ac.in/noc22_bt06/preview	TB1 179-206	White Board & PPT
7.03		(a)	Data: Meaning, types, Data collection methods, Data collection instruments, Questionnaire vs. Schedule,	TB1	White Board &

	Unit-I1		Allied data collection instruments https://www.youtube.com/watch?v=X2BK7H2RgBw https://www.youtube.com/watch?v=X2BK7H2RgBw	89-98	PPT
		(b)	Warranty cards, Distributor/Store audits, Pantry audits, Consumer panels, Mechanical devices https://www.youtube.com/watch?v=Tui-TFlmLLc	TB1 99-109	White Board & PPT
		(c)	Projective techniques, Depth interviews, Content analysis, Case study method, its advantages & disadvantages https://www.youtube.com/watch?v=Wj2wCiOi1Cc	RB4 31, 308, 334, 309, 171	White Board & PPT
7.04	Unit-III	(a)	Data processing: Editing, Coding, Classification, Tabulation, Issues in data processing https://www.youtube.com/watch?v=vEK-ZZfhhjc	TB1 114-115	White Board & PPT
		(b)	Data analysis: Types, Percentage analysis https://www.youtube.com/watch?v=BlzR2PjZSdY	TB1 373-383	White Board & PPT
		(c)	Computer aided Charts (Pie chart, Bar diagram, Doughnut, Line diagram), https://www.youtube.com/watch?v=e6HjDcd4U6U	TB1 327	White Board & PPT
7.05	Unit-IV	(a)	Introduction, Methods of the sampling: Sampling concepts, non-probability sampling, probability sampling https://www.youtube.com/watch?v=_VFfFX29m60	TB1 52-58	White Board & PPT
		(b)	Dependent and interdependent methods, Merit and limitation of sampling https://www.youtube.com/watch?v=_VFfFX29m60	RB4 23, 30, 82	White Board & PPT
		(c)	Sampling and non-sampling error, Test of hypothesis chi square test & goodness of fit https://www.youtube.com/watch?v=5dVW9rPbjjc	TB1 52-54 179-206 235-247	White Board & PPT
7.06	Unit-V	(a)	Steps of writing research report, Report Layout: Preliminary pages, https://www.youtube.com/watch?v=p9DRvyKWLXE	TB1 407-408	White Board & PPT
		(b)	Main text, End matter, Mechanics of writing research report https://www.youtube.com/watch?v=Xp2PVO3do34	TB1 409-422	White Board & PPT
		(c)	Bibliography and references format, Precautions in writing research report. https://www.youtube.com/watch?v=W4WHYdr9jLQ	RB4 480	White Board & PPT
8	Course Evaluation				
8.1	CA: 40%				
8.1.1	Attendance	5%			
8.1.2	Assignment & Presentation	20%			
8.1.3	Class test	15%			
8.1.4	Any other	--			

8.2	MTE	20%
8.3	End-term examination: 40%	
9	Text Books & References	
9.1	Text book	TB1: Kothari, C. R., Research Methodology Methods and Techniques, New Age International Publishers, New Delhi, 2 nd Edition
9.2	References	<p>RB1: Paneerselvam, R., Research methodology, PHI Learning Pvt. Ltd., New Delhi, 2009.</p> <p>RB2: Green, Paul E., Tull, Donald S. and Albaum, Gerald, Research for marketing decisions, Prentice Hall of India Pvt. Ltd., New Delhi</p> <p>RB3: Saunders, Mark, Lewis, Philip and Thornhill, Adrian, Research methods for business students, Pearson Education, New Delhi</p> <p>RB4: Krishnaswamy, K.N., Sivakumar, Appa Iyer and Mathirajan, M., Management Research Methodology, Dorling Kindersley (India) Pvt. Ltd., New Delhi, Fourth Impression, 2010</p>
9.3	Video References	<p>https://www.digimat.in/nptel/courses/video/121106007/L01.html</p> <p>https://www.youtube.com/watch?v=2y-6GnKDUHg</p> <p>https://leverageedu.com/blog/research-design/</p> <p>https://www.youtube.com/watch?v=bpKarwfDRIk</p> <p>https://onlinecourses.nptel.ac.in/noc22_bt06/preview</p> <p>https://www.youtube.com/watch?v=X2BK7H2RgBw</p> <p>https://www.youtube.com/watch?v=X2BK7H2RgBw</p> <p>https://www.youtube.com/watch?v=Tui-TFlmLc</p> <p>https://www.youtube.com/watch?v=Wj2wCiOi1Cc</p> <p>https://www.youtube.com/watch?v=vEK-ZZfhhjc</p> <p>https://www.youtube.com/watch?v=BlzR2PjZSdY</p> <p>https://www.youtube.com/watch?v=e6HjDcd4U6U</p> <p>https://www.youtube.com/watch?v=_VFmFX29m60</p> <p>https://www.youtube.com/watch?v=5dVW9rPbjic</p> <p>https://www.youtube.com/watch?v=Xp2PVO3do34</p> <p>https://www.youtube.com/watch?v=W4WHYdr9jLQ</p>

Mapping of Outcomes v. Topics

Outcome no. → Syllabus topic ↓	1	2	3	4	5
Paper Code. Unit I (a)	✓				
Paper Code. Unit I (b)	✓				
Paper Code. Unit I (c)	✓				
Paper Code. Unit II (a)		✓			
Paper Code. Unit II (b)		✓			
Paper Code. Unit II (c)		✓			
Paper Code. Unit III (a)			✓		
Paper Code. Unit III (b)			✓		
Paper Code. Unit III (c)			✓		
Paper Code. Unit IV (a)				✓	
Paper Code. Unit IV (b)				✓	
Paper Code. Unit IV (c)				✓	
Paper Code. Unit V (a)					✓

Paper Code. Unit V(b)					✓
Paper Code. Unit V(c)					✓

QUESTION BANK

1. Explain the objectives of research. 5 Marks
2. What are the types of research? 5 Marks
3. Distinguish between qualitative v/s quantitative researches. 5 Marks
4. Explain the research process. 5 Marks
5. Explain the features of a good hypothesis. 5 Marks
6. Explain the types of hypothesis. 5 Marks
7. Explain the importance of research design. 5 Marks
8. Explain the steps of research design. 10 Marks
9. What is sampling and what is the need of the same? 10 Marks
10. What are the characteristics of a good sample? 5 Marks
11. Probabilistic and non-probabilistic sampling. 10 Marks
12. What are the advantages of primary and secondary data? 10 Marks
13. Elaborate interview as a method of collecting data. 10 Marks
14. What are the types of observational data collection methods? 10 Marks
15. What are the advantages and disadvantages of survey method of data collection? 10 Marks
16. What are the limitations of a questionnaire? 10 Marks
17. Explain the types of scales used in research. 10 Marks
18. Depth interview and projective techniques, 5 Marks
19. Explain editing and tabulation of data. 10 Marks
20. Dependent and independent factors. 10 Marks
21. What are the essentials of data interpretation? 10 Marks
22. Explain the significance of processing data. 5 Marks
23. Multivariate techniques. 5 Marks
24. Hypothesis testing. 5 Marks
25. Null hypothesis v/s alternate hypothesis 5 Marks
26. Computer aided chart . 10 Marks
27. Warranty card and consumer panel 5 Marks
28. What are the functions of a report? 5 Marks
29. What are the essential of a good report? 5 Marks
30. How is a research report structured? 5 Marks
31. What are the various types of research reports? 10 Marks
32. Relevance of ethics and report writing. 10 Marks

33. What is Research Problem?	5 Marks
34. What are the Objectives of research?	5 Marks
35. State the different types of research	5 Marks
36. What are the steps in Research Process?	10 Marks
37. What are the characteristics of hypothesis?	5 Marks
38. What is null hypothesis and alternative hypothesis?	10 Marks
39. Explain Level of Significance.	5 Marks
40. Define Research Design.	5 Marks
41. What are the Needs for Research Design?	5 Marks
42. What are the Features of Good Research Design?	5 Marks
43. What are the different types of variables?	5 Marks
44. What are the different types of Research design?	5 Marks
45. What are the several methods of collecting primary data?	10 Marks
46. State the difference between Questionnaire and Interview Schedule.	10 Marks
47. What are the different types of Questionnaires?	5 Marks
48. What are the different types of data collection methods?	10 Marks
49. Briefly describe the different steps involved in a research process.	10 Marks
50. Describe the different types of research, clearly pointing out the difference between an experiment and a survey.	10 Marks
51. "Empirical research in India in particular creates so many problems for the researchers". State the problems that are usually faced by such researchers.	10 Marks
52. "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons in support of your answer.	10 Marks

PROJECTS (To be given to group of students)

1. Various steps of business research
2. Developing the good hypothesis?
3. Presentation of data with help of different tools
4. Using the different tools in business research.
5. Analysis the data with the help of EXCEL/SPSS
6. Procedure of report writing and presentation