

## **M.COM**

### **SEMESTER-III**

#### **(MCMM22303T): RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS**

**MAX. MARKS: 100**

**EXTERNAL: 70**

**INTERNAL: 30**

**PASS: 40%**

**Credits: 6**

**Objective:** To enable students to identify various data collection methods for the purpose of research and the statistical tools required for the analysis of data.

#### **INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:**

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

#### **INSTRUCTIONS FOR THE CANDIDATES:**

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

#### **SECTION-A**

##### **Research and Data Collection**

Introduction to Business Research

Research Plan

Collection of Data

Sample

Measurement and Scaling Techniques

### **Processing and Preservation of Data**

Processing of Data

Diagrammatic and Graphic Presentation

Statistical Derivatives and Measures of Central Tendency

Measures of Variation and Skewness

### **Relational and Trend Analysis**

Correlation and Simple Regression

Time Series Analysis

Index Numbers

### **Probability and Hypothesis Testing**

Probability and Probability Rules

Probability Distributions

Tests of Hypothesis–I

Tests of Hypothesis – II

Chi-Square Test

### **Interpretation and Reporting**

Interpretation of Statistical Data

Report Writing

### **Suggested Readings:**

1. Cooper, D. R. and Schindler, P.S., “Business Research Methods”, 9th Edition, Tata McGrawHill, New Delhi.
2. Levine, D.M., Krehbiel T.C. and Berenson M.L., “Business Statistics”, 12th Edition (2012), Pearson Education, New Delhi.
3. Kothari, C. R., “Research Methodology”, 2nd Edition (2008), New Age International.
4. Anderson, D.R.; Sweeney, D.J. and Williams, T.A., “Statistics for Business and Economics”, 2nd Edition (2011), Thompson, New Delhi.
5. <http://swayam.gov.in/>