

Department of Commerce (CA)

COURSE : I M.Com(CA)
SEMESTER : II
SUBJECT : BUSINESS RESEARCH METHODS
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Syllabus

UNIT-I

Business Research – Meaning, Scope, Significance- Utility of business research – Qualities of a good Researcher – Types of research – Research process- Identification, Selection and formulation of research problems-Hypothesis-Research Design.

UNIT-I

MEANING:-

It is a careful investigation or inquiry specially through search for new facts in any branch of knowledge is called as “Research”.

DEFINITION

The Advanced Learner’s Dictionary of Current English lays down the meaning of research as “a careful investigation or inquiry specially through search for new facts in any branch of knowledge.”

OBJECTIVES OF RESEARCH

The purpose of research is to discover answers to questions through the application of scientific procedures.

- To gain familiarity with a phenomenon or to achieve new insights into it.
- To portray accurately the characteristics of a particular individual, situation or a group.
- To determine the frequency with which something occurs or with which it is associated with something.
- To test a hypothesis of a causal relationship between variables.

QUALITIES OF GOOD RESEARCHER

The main characteristics for good quality research is listed below:

- It is based on the work of others.
- It can be replicated.
- It is general sable to other settings.
- It is based on some logical rationale and tied to theory.
- It generates new questions or is cyclical in nature.
- It is incremental.
- It addresses directly or indirectly some real problem in the world.
- It clearly states the variables or constructs to be examined.
- Valid and verifiable.
- The researcher is sincerely interested and /or invested in this research.

TYPES OF RESEARCH

The basic types of research are as follows:

- Descriptive Research
- Analytical Research
- Applied Research
- Fundamental Research
- Quantitative Research
- Empirical Research
- Qualitative Research
- Conceptual Research

OTHER TYPES OF RESEARCH

- One - Time Research
- Longitudinal Research
- Field - Setting Research Or Laboratory Research Or Simulation Research
- Clinical Or Diagnostic Research
- Exploratory Or It May Be Formal Research.

RESEARCH PROCESS

- Formulating the Research Problem.
- Extensive Literature Survey.
- Developing the Hypothesis.
- Preparing the Research Design.
- Determining Sample Design.
- Collecting the Data.
- Execution of the Project.
- Analysis of Data.
- Hypothesis Testing.
- Generalisations and Interpretation.
- Preparation of the Report or presentation of the results.

PROBLEM FACED BY RESEARCHER IN INDIA:

- Lack of scientific training
- Insufficient interaction
- Less confidence
- Over lapping
- No code of contact
- Less library
- Inadequate secretarial assistance

RESEARCH HYPOTHESIS

A research hypothesis is a specific, clear, and testable proposition or predictive statement about the possible outcome of a scientific research study based on a particular property of a population, such as presumed differences between groups on a particular variable or relationships between variables. Specifying the research hypotheses is one of the most important steps in planning a scientific quantitative research study.

TYPES OF RESEARCH HYPOTHESES

- Alternative Hypothesis
- Null Hypothesis
- Nondirectional Hypothesis
- Directional Hypothesis

MEANING OF RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

Research Design have following parts

- Sampling Design
- Observational Design
- Statistical Design
- Operational Design

FEATURES OF A GOOD RESEARCH DESIGN:

- The mean of obtaining information
- The availability and skills of the researcher and his staff.
- The objective of the problem to be studied.
- The nature of the problem to be studied.
- The availability of time and money for the research work.

Important Concepts Relating To Research Design:

- Dependent and independent variables
- Extraneous Variables
- Control
- Conformed Relationship
- Research Hypothesis
- Experimental and non experimental hypothesis testing
- Experimental and control groups
- Treatments
- Experiment

NEED & IMPORTANCE:

- Smooth sailing of research operations.
- Stands for advance planning of the methods.
- Great bearing on reliability of the result.
- Helps to give directions.
- Helps in decision making
- Research design prevent blind searching.
- Helps researchers to anticipate potential problems.
- In collecting data etc.

BOOKS REFERRED:

RESEARCH METHODOLOGY Methods and Techniques, 3rd Edition , by
C.R Kothari and Gaurav Garg