

Department of Commerce (CA)

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

UNIT-III

Measurement and scaling techniques- processing and analysis of data –
Editing and coding – Transcription and Tabulation- Interpretations and Report
Writing-Types and Contents and Style of Reports – Steps in Drafting Report.

UNIT-III

MEASUREMENT:-

MEANING:-

Measurement is defined as a process of associating numbers or symbols to observation obtained in a research study.

CLASSIFICATIONS OF MEASUREMENT SCALE:-

From what has stated above, we can write that scale of measurement can be considered in terms of their mathematical properties. The most widely used classification of measurement scales are,

- a) Nominal Scale
- b) Ordinal Scale
- c) Interval Scale
- d) Ration Scale

GOODNESS OF MEASUREMENT SCALES:-

A measurement scale has to have certain desirable qualities to judge their goodness in measuring the characteristics under study.

- (i) Validity
 - Content Validity
 - Criterion-related Validity
 - Construct Validity
- (ii) Reliability
- (iii) Practicality
- (iv) Accuracy

SOURCE OF ERROR IN MEASUREMENT:-

Measurement should be process and unambiguous in an ideal research study.

The following are the possible sources of error in measurement.

- (i) Respondent
- (ii) Situation
- (iii) Measurer
- (iv) Instrument

TECHNIQUES OF DEVELOPMENT MEASURING TOOLS:

The technique of developing measurement tools involves a four-stage process, consisting of the following.

- (a) Concept development
- (b) Specification of concept dimensions
- (c) Selection of indicators
- (d) Formation of index

SCALING

MEANING:

Scaling describes the procedures of assigning numbers of various degrees of opinion, attitude and other concepts.

SCALE CLASSIFICATION BASES:

The number of assigning Procedures or the scaling procedures may be broadly classified on one or more of the following bases:

- (a) Subject orientation
- (b) Response form

- (c) Degree of subjectivity
- (d) Scale properties
- (e) Number of dimensions
- (f) Scales construction techniques
 - (i) Arbitrary approach
 - (ii) Consensus approach
 - (iii) Item analysis approach
 - (iv) Cumulative scale
 - (v) Factor scale

SCALING TECHNIQUES:

Scaling techniques are broadly classified into ‘**comparative scaling techniques**’ and ‘**non-comparative scaling techniques**’.

Comparative scales involve direct comparison of stimulus objects.

In non-Comparative scales, each object is scaled independently of the others.

Comparative Scaling Techniques:

Common comparative scaling techniques are

- (i) Paired comparison
- (ii) Rank order
- (iii) Constant sum

Non-Comparative Scaling Techniques:

Most Common non-comparative scaling techniques are

- (i) Continuous rating graphic rating
- (ii) Itemized rating
- (iii) Simple/multiple category scale
- (iv) Verbal frequency scale

DATA PREPARATION PROCESS:

The plan of data analysis is decided in advance before collecting the data. Data preparation process is guided by that plan of data analysis. Important steps of data preparation are as follows:

- (i) Questionnaire checking
- (ii) Editing
- (iii) Coding
- (iv) Classification
- (v) Tabulations
- (vi) Graphical representation
- (vii) Data cleaning
- (viii) Data adjusting

INTERPRETATION

MEANING:

Interpretation refers to the task of drawing inferences from the collected facts after analytical and/or experimental study.

DIFFERENT STEPS IN WRITING REPORT:

Research report are the product of slow, painstaking, accurate inductive work. The usual steps involved in writing report are:

- (a) Logical analysis of the subject matter
- (b) Preparation of the final outline
- (c) Preparation of the rough draft
- (d) Rewriting and publishing of the rough draft
- (e) Preparation of the final bibliography

For books and pamphlets the order may be as under:

- (i) Name of author, last name first
- (ii) Title, underlined to indicate italics
- (iii) Publisher, place, and date of publication
- (iv) Number of volumes

Example:

Kothari, C.R., Quantitative Techniques, Vikas Publishing House Pvt. Ltd., New Delhi, 1978.

For magazines and newspapers the order may be as under:

- (i) Name of author, last name first
- (ii) Title of article , in quotation marks.
- (iii) Name of periodical, underlined to indicate italics.
- (iv) The date of the issue.
- (v) The pagination (**page or page range as required**).

Example:

Robert V. Roosa, “Coping with Short-term International Money flows”, The Banker, London, September, 1971, p. 995.

- (f) Writing the final draft

LAYOUT OF THE RESEARCH REPORT:

The layout of the report means as to what the research report should contain. A comprehensive layout of the research report should comprise

- (a) Preliminary Pages
- (b) Main Text
 - (i) Introduction
 - (ii) Statement of findings and recommendations

- (iii) Results
- (iv) Implications of the result
- (v) Summary
- (c) End Mater

TYPES OF REPORTS:

- (a) Technical Report
 - (i) Summary of results
 - (ii) Nature of the study
 - (iii) Methods employed
 - (iv) Data
 - (v) Analysis of data presentation of findings
 - (vi) Conclusions
 - (vii) Bibliography
 - (viii) Technical appendices
 - (ix) index
- (b) Popular Report
 - (i) The findings and their implications
 - (ii) Recommendations fopr action
 - (iii) Objective of the study
 - (iv) Methods employed
 - (v) Results
 - (vi) Technical appendices.

MECHANICS OF WRITING A RESEARCH REPORT:

- (i) Size and physical design
- (ii) Procedure
- (iii) Layout
- (iv) Treatment of quotations
- (v) The footnotes
- (vi) Documentation style
- (vii) Punctuation and abbreviations in footnotes
- (viii) Use of statistics charts and graphs
- (ix) The final draft
- (x) Bibliography
- (xi) Preparation of the index

BOOKS REFERRED:

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