ONE YEAR EXECUTIVE MBA PROGRAMME
SEMESTER ONE
COMPULSORY COURSES
PAPER – III

112E60H13 - RESEARCH METHODS FOR BUSINESS DECISIONS


UNIT II DATA COLLECTION: Sources of Data: Primary Data, Secondary Data; Procedure Questionnaire – Sampling Merits and Demerits Experiments – Kinds – Procedure; Control Observation – Merits – Demerits – Kinds – Procedure – Sampling Errors – Type-1 Error Type-2 Error.


UNIT V RESEARCH REPORTS: Structure and Components of Research Report, Types of Report, Good Research Report, Pictures and Graphs, Introduction to SPSS.

REFERENCES
1. Wilkinson & Bhandarkar: METHODOLOGY AND TECHNIQUES OF SOCIAL RESEARCH.
2. Pauline Vyoung: SCIENTIFIC SOCIAL SURVEYS AND RESEARCH.
4. Kothari: RESEARCH METHODOLOGY
5. Festinger, L & D. Katz: RESEARCH METHODS IN BEHAVIOURAL SCIENCE.
6. Sellitz et al: RESEARCH METHODS IN SOCIAL RELATIONS.