

PAPER CODE: BB404: BUSINESS STATISTICS - II

Objectives

- To make students understand the technicalities involved in a research work.
- To enhance students competency in application of statistics to solve business management problems
- To improve their level of quantitative sophistication for further advanced business analysis.

UNIT- I: INTRODUCTION:

Research – Meaning and Purpose – Types of Research – Pure and Applied, Survey, Case Study Experimental, Exploratory – Research Design – Steps in Selection and Formulation of Research Problem - Steps in Research – Review of Literature.

UNIT -II: HYPOTHESIS AND SAMPLING:

Formulation of Hypothesis – Types of Errors – Testing – Sampling Techniques – Sampling Error and Sample Size.

UNIT- III: DATA COLLECTION:

Methods of Data Collection – Primary and Secondary Data – Observation – Interview – Questionnaire – Construction of tools for Data Collection – Testing Validity – Pilot Study and Pre-Testing.

UNIT- IV: ANALYSIS AND INTERPRETATION:

Processing and Analysis of Data – Editing – Coding – Transcription – Tabulation – Outline of Statistical Analysis – Descriptive Statistics – Elements of Processing through Computers – Packages for Analysis.

UNIT- V: REPORT WRITING:

Report Writing – Target Audience – Types of Reports – Contents of Reports – Styles and Conventions in Reporting – Steps in drafting a Report.

REFERNCE BOOKS:

1. Green, Donald and Tull, “ Research for Marketing Decisions”, Prentice Hall of India,

2005

2. Donald R Cooper, "Business Research Methods" 7th Ed., McGraw Hill, 2001.
3. Krishnaswami OR, "Methodology of Research for Social Science", Himalaya Mumbai, 2001
4. DD Sharma, "Marketing Research: Principles, Applications and Cases", Sultan Chand and Sons, 2004

Learning Outcomes

- To recognize the importance of research as a first step in Business Studies.
- To translate basic/applied business issues into appropriate academic research questions.
- To understand and apply the skills required to design and conduct research studies using qualitative and/or survey methods.