

Semester – V

Program Name	BA	Semester	V
Course Title	Elementary Research Methodology		
Course Code:	24RMBA5S	No. of Credits	2
Contact hours	2 Hours/Week	Duration of SEA/Exam	1.5 Hour
Formative Assessment Marks	10	Summative Assessment Marks	40+10=50

Course Objective:

To provide basic knowledge on

- (1) the identification of research problem,
- (2) creating good research design,
- (3) the formulation of hypothesis,
- (4) the application statistical methods, and
- (5) writing good research report.

Learning Outcomes:

After completing this course students will be able to-

- (1) formulate research problem,
- (2) construct testable hypotheses,
- (3) design survey, collect, process and analyse the data,
- (4) apply statistical tools such as regression in their research, and
- (5) write a research report.

Contents	30 Hrs.
Unit-1: Introduction	08
Chapter-1 Meaning, Scope, Objectives, Functions, and limitations and Ethics in Social Science Research Chapter-2 Types and Methods -1) Pure research 2) Applied research 3) Exploratory research 4) Descriptive research 5) Diagnostic research 6) Evaluation studies 7) Action research 8) Experimental research 9) Analytical study 10) Survey and 11) Historical study Chapter-3 Steps in Research	
Unit.2: Research Formulation	07
Chapter-4 Formulating the research problem, Selection of the research problem Chapter-5 Importance of literature review Chapter-6 Research Design and Hypothesis- Meaning and Types	
Unit-3: Methods of Data Collection	07
Chapter-7 Primary and Secondary Data, Chapter-8 Tools and techniques of data collection- questionnaire, interview, observation Chapter-9 Statistics and its significance in Social Science research	
Unit-4: Report Writing	08
Chapter- 10 Meaning and Purpose of Report Writing, Functions of Report Writing and types of Report Writing Chapter- 11 Research Report Format Chapter- 12 Citations - Footnotes – Endnotes – Bibliography – Proof Correction, Academic Databases for Social Science Discipline.	

Further Readings:	
1. R. Kothari: Research Methodology Methods and Techniques: Second Revision Edition, New Age International Publishers, New Delhi, 2021 2. O.R Krishnaswami, M. Ranganathan, P N Harikumar: Research Methodology, Himalaya Publishing House (latest edition) 3. N. K. Malhotra: Marketing Research: An Applied Orientation, Prentice Hall, Delhi, 2007. 4. R. I. Levin and D. S. Rubin: Statistics for Management, Pearson Education, Delhi, 1994 5. Donald, P. Schindler and J. K. Sharma: Business Research Methods, (12th Ed.), McGraw Hill Education, New Delhi, 2014 6. K. N. Malhotra, and D. Satyabhushan: Marketing Research, Pearson Education, Delhi, 2015 7. Alan Bryman, Bell Emma (2015), Business Research Methods, Oxford University Press, Delhi, 2015 8. S. Mark, L. Philip, and T. Adrian: Research Method for Business Student, Pearson Education, Delhi, 2011. 9. 9. H. F. Joseph, B. C. William, B. J. Babin and A. E. Rolph: Multivariate Data Analysis, Pearson Education, Delhi, 2015.	

Pedagogy:

The course shall be taught through the Lecture, Tutorial, Interactive Sessions, Self-guided Learning Materials, Open Educational Recourses (OER) as reference materials, Practical Exercises, Assignments, Seminars, Group Discussions and Week-end Counseling Classes.

Formative Assessment for Theory	
Assessment	Marks
Assessment Test-1	5
Seminar/Presentation/Group Discussion	
Assessment Test-2	5
Assignment	
Total	10

Term End Examination for **Elementary Research Methodology**

Note:

Duration of Examination for **Elementary Research Methodology** is 1.5 hour. Question paper pattern for **Elementary Research Methodology** – 40 Multiple Choice Questions for 40 Marks (**OMR Based**)