

Uka Tarsadia University



B.B.A.

Research Methodology (030030403)

4th Semester

Effective from January-2013

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Research Methodology (030030403)

BBA (Sem.-4) Syllabus, effective from January-2013

Course Objectives:

- To expose students to the concept of research.
- To familiarize students with research objectives, design and process.

Course Outcome: It will help students to carry out research project in a systematic manner.

Total Hours: 52

[4 hrs. per week]

Unit-1 Introduction to Research Methodology

[Weightage 25%]

- 1.1. Meaning and Definition of Research
- 1.2. Objectives of Research
- 1.3. Importance of Research
- 1.4. Characteristics of Good Research
- 1.5. Research Process (brief introduction of the following)- Problem Definition, Development of an approach to the problem, Research design formulation, Field work or data collection, Data preparation and analysis, Report preparation and presentation

Unit-2 Data Collection Methods

[Weightage 25%]

- 2.1. Secondary Data- Meaning, Sources, Advantages and Disadvantages
- 2.2. Primary Data- Meaning, Qualitative, Quantitative
- 2.3. Comparison between primary data and secondary data
- 2.4. Survey Methods (brief introduction)- Mail Survey, Telephonic Survey and Personal Interview

Unit-3 Observation and Interview

[Weightage 25%]

- 3.1. Observation: Meaning, Advantages and Limitations
- 3.2. Methods of Observation: Structured vs Unstructured, Disguised vs Undisguised and Natural vs Contrived
- 3.3. Observation methods classified by mode of administration- Personal, Mechanical, Audit, Content Analysis and Trace analysis
- 3.4. Depth Interview- Meaning, Characteristics, Techniques, Advantages and Disadvantages, Applications of depth interview

- 3.5. Focus Group- Meaning, Characteristics, Key Qualification of Focus Group moderator, Advantages and Disadvantages, Applications of Focus Group

Unit-4 Questionnaire and Form Designing

[Weightage 25%]

- 4.1. Questionnaire: Definition and Objectives
- 4.2. Questionnaire design process
- 4.3. Individual question content
- 4.4. Choosing question structure- Unstructured (Open Ended) and Structured (Multiple choice and Dichotomous)
- 4.5. Choosing question wording
- 4.6. Determining the order of questions
- 4.7. Forms and layout of questionnaire
- 4.8. Reproduction of the questionnaire
- 4.9. Pretesting

Text Book:

Malhotra, Naresh K. *Marketing Research: An Applied Orientation*. New Delhi: Pearson Education.

Reference Books:

1. Beri, G.C. *Marketing Research*. New Delhi: Tata McGraw Hill, 2006.
2. Nargundkar, Rajendra. *Marketing Research: Text and Cases*. New Delhi: Tata McGraw Hill, 2010.