

Uka Tarsadia University



B.B.A.

Applied Research Methodology (030030503)

5th Semester

Effective from July-2013

Applied Research Methodology (030030503)

BBA (Sem.-5) Syllabus, effective from July -2013

Course Objective and Outcomes: To enhance and develop research skills and practical approach to various problems.

Total Hours: 52

[4 hrs. per week]

Unit-1 Test of Hypothesis – I

[Weightage 25%]

- 1.1. Basic Concepts and Definitions
- 1.2. Large Sample Test : Z- Test Structure
- 1.3. Hypothesis Testing for Mean: One Sample & Two Sample Tests
- 1.4. Hypothesis Testing for Proportion: One Sample & Two Sample Tests
- 1.5. Hypothesis Testing for Variance: One Sample & Two Sample Tests
- 1.6. SPSS Based Analysis

Unit-2 Test of Hypothesis - II

[Weightage 25%]

- 2.1. Small Sample Test : t- Test Structure
- 2.2. Hypothesis Testing for Mean: One Sample & Two Sample Tests
- 2.3. Hypothesis Testing for Mean : Paired t-test
- 2.4. Small Sample Test : f- Test Structure
- 2.5. Hypothesis Testing for Variance: Two Sample Tests
- 2.6. SPSS Based Analysis

Unit-3 Analysis of Variance and Non- Parametric Test

[Weightage 25%]

- 3.1. Introduction and Definitions
- 3.2. One - way ANOVA
- 3.3. Two – way ANOVA
- 3.4. Chi –Square Test for Univariate Data
- 3.5. Chi –Square Test for Bivariate Data
- 3.6. SPSS Based Analysis

Unit-4 Time Series Analysis

[Weightage 25%]

- 4.1. Definitions and Concepts
- 4.2. Linear and Parabolic Trend – Method of Least Square
- 4.3. Moving Average Method
- 4.4. Seasonal Variation – Seasonal Indices Method
- 4.5. SPSS Based Analysis

Text Book:

1. G.C. Beri, Business Statistics, New Delhi: Tata McGraw Hill Education Private limited, 2011.
2. Jani, B.B. Business Statistics. Ahmedabad: Mahajan Publishing House, 2001.

Reference Book:

1. Chawla Dipak, Sondhi Neena Research Methodology. New Delhi: Vikas Publishing House Private Limited, 2011.