BBA		20)18-2019
	BUSINESS RESEARCH METHODS	S	emester – IV
18BAU411	(PRACTICAL)	2 H	– 1C

Instruction Hours / week: L: 0 T: 0 P:2

Marks: Internal: 40 External: 60 Total: 100

End Semester Exam: 3 Hours

COURSE OBJECTIVES:

To make the students

- 1. To understand the concept of research, Research Process, research design, sampling techniques, hypothesis writing and report writing.
- 2. To analyse the research problem and design the blue print to capture data, analyse the same using appropriate statistical techniques and apply the learning lifelong.
- 3. To Critically evaluate the appropriate scales and measurement to be used for capturing data.
- 4. To Communicate in written form and prepare report to support decision making.
- 5. To Work in team and exhibit leadership skills

COURSE OUTCOMES:

Learners should be able to

- 1. Comprehend the meaning of research, theory of induction, deduction, research process, research design, sampling techniques, hypothesis writing and report writing
- 2. Analyse the research problem and design the instruments to capture data, analyse the same using appropriate statistical techniques, and apply the learning lifelong.
- 3. Critically evaluate the appropriate scales and measurement to be used for capturing data.
- 4. Communicate in written form and prepare report to support decision making.
- 5. Work in team and exhibit leadership skills
- 1. Select a problem or issue. Collect 5-10 articles related to issues from reviewed journals available.
- 2. Analyse a case to understand the theory of deductive and inductive reasoning.
- 3. Analyse a case for the selection of appropriate research design
- 4. Analyse a case for the selection of appropriate sampling design
- 5. Provide a list of variables and request to classify them as nominal/ordinal/interval/ratio
- 6. Ask student to prepare a questionnaire for understanding the perception towards the usage of library among students/ Reading habits among youngsters/ environmental protection Ask students to perform analysis and hypothesis testing for the collected data
- 7. Ask students to prepare a technical report for the research undertaken (Minimum 30 pages)
- 8. Ask students to write the bibliography in MLA/CPA format for reference made.

Note : 6 – 8 (Team of 2-3 students)

SUGGESTED READINGS:

- 1. C.R. Kothari , Gaurav Garg (2018), Research Methodology, Fourth Edition, New Age International Publishers, New Delhi.
- 2. Uma Sekaran, Roger Bougie (2018), Research Methods for Business: A Skill-Building Approach, 7th edition, Wiley, New Delhi.
- 3. Donald Cooper and Pamela Schindler (2017), Business Research Methods, 11th edition, McGraw Hill education, New Delhi.
- 4. Zikmund William G. et.al (2016), Business Research Methods, Cengage India, New Delhi.
- 5. Mark N.K. Saunders, Philip Lewis, Adrian Thornhill (2015), Research Methods for Business Students, 7th edition, Pearson Education, New Delhi.

You are interested in knowing how MBA students are absorbed in employment circles soon after completing their studies. No information of this type is available at present through placement officers in most institutions have limited information concerning their own students.

In order to have a comprehensive view, you would like to know not only what MBA students are getting in terms of salary but also where they are employed and the nature of work they are engaged in.

Questions:

- 1) How would you collect the information sought for-by personal interview, mailer telephone? Why?
- 2) What type of questions would you use and why?

Team performance in XYZ Industries various considerably across teams and from month to month. The senior VP in Charge of team development thought that a team training progress could improve the performance of these teams. A Constant convinced him that his firm's training program, which lasted only one week and cost RS 25,000/- per team) could raise the performance of XYZ's teams. The VP, however, wanted to experimentally test the efficiency of this training program before he adopted it widely throughout the firm. So the consultant suggested the following experimental test:

There were 48 teams in XYZ that showed significance variation from month to month in their level of performance. The consultant chose the 24 worst performing teams based on last month's date and assigned them to the training group. "After all," he argued, "these were the ones who most needed it." The result showed that the training group teams had a significantly larger rise (i.e., statistically significant) in their performance than did the control group teams (Who, as a group, did not improve at all). The consultant proudly displayed these results and argued that they convincingly demonstrated the efficacy of his program.

How would you advice the VP? Specifically, what is the validity of the consultant's conclusions? If you think he might be mistaken, what specific threats as internal validity are particularly plausible?

. Over the last decade, recycling of household waste has become an extremely important behavior across the nations. However, in Asian countries this fluctuates from one country to the other. China is the leader amongst waste management while India, an equally large country, still has a long way to go. Though these are essentially policy driven or community driven initiatives, there are a number of attitudinal and motivational barriers to recycling, acting at an individual level.

Punitha, a business studies graduate with a keen interest in environmental issues, read about this in a special report in the newspaper. She recognized a potential business opportunity. It seemed obvious to her that there was scope for a potentially profitable business related to some aspect of household recycling. All she had to do was work out some way of alleviating the inconvenience people associated with recycling.

Punitha decided that a door-to-door recycling service may be a profitable way to get people to recycle. She believed that households would be willing to pay a small fee to have their waste collected on a weekly basis, from outside their home. Punitha discussed this idea with a few friends, who were very receptive reinforcing Punitha's views that this was indeed a good business opportunity. However, before she developed a detailed business plan, she decided it was a necessary to confirm her thoughts and suspicions regarding the consumer's view about the recycling. In particular, she needed to check that her ideas, about convenience and recycling, were on the right track. To do this, she decided to conduct some research into attitude towards household recycling.

Assume you are an organizational research design expert assigned to the Strategic Planning Department of a large multinational manufacturing firm. The Department has developed a new, PC-based, software package called "Fine Work" program. A one-week training course to learn how to use it is intended to improve the long-range planning ability of middle and upper-level managers.

Your job as research design expert is to devise research a design, a research strategy, a set of measures that will allow you to evaluate the effectiveness of the "Fine Work" program. Describe a research deign for evaluating the program. Make sure that your research approach can be used in the future and at all sites in the company. When developing your plan, be sure to address at least the following issues:

The type of design you would select (e.g. a design where you manipulate the independent variable versus observe the independent variable.) Compare and contrast the selected design with another possible design.

A survey is planned to analyze the perception of people towards their own religious practices. Population consists of various religious, vise, Hindu, Muslim, Christian, Sikh, Jain assume total population is 1000. Hindu, Muslim, Christian, Sikh, and Jains consists of 6000, 2000, 1000, 500 & 500 respectively. Determine the sample size of each stratum by applying proportionate stratified sampling. If the sample size required is 200.