

4309
M. COM. (PREVIOUS)
BUSINESS ADMINISTRATION

6.4 RESEARCH METHODOLOGY AND BUSINESS STATISTICS

Unit – I

Meaning of Research, Scope of Research in Business, Research Designs, Research Process, Defining the Research Problem, Hypothesis.

Unit – II

Types of Data, Collection of Data, Analysis and Interpretation of Data, Report Writing.

Unit – III

Measures of Central Tendency and Measures of Dispersion

Unit – IV

Regression & Correlation

Analysis of time series: Meaning, Components of time series, Measurement of trend by the moving Average and Least Square Method, Index Number

Unit – V

Chi-Square test, paired t test, ANOVA, Association of Attributes and Consistency of data.

Suggested Readings

1. Agarwal, B.L.: Basic Statistics, Wiley Eastern Ltd., 1988.
2. Elhance, D.N.: Fundamentals of Statistics.
3. Gupta, B.N.: An Introduction of Statistics (English & Hindi).
4. Gupta, S.C.: Fundamentals of Statistics.
5. Gupta, S.P.: Statistical Methods (English & Hindi).
6. Nagar, K.N.: Sankhyiki ke Mool Tatva (Hindi).
8. Sancheti and Kapoor: Statistics – Theory, Methods and Applications.
9. Shukla, S.M.: Principles of Statistical (Hindi).