SOLAPUR UNIVERSITY, SOLAPUR

SEMESTER PATTERN SYLLABUS

M.Com. II

Advanced Marketing Paper – IV

Research Methodology

(w.e.f. June 2014)

Course Objectives:

To provide basic research knowledge on formulation appraisal, financing, Administration, control of projects and to equip the students to establish linkage between theory and practice.

Semester – III

Unit	Name of the Topic	Details	Periods
I	Introduction to Marketing Research	Meaning of Research, objectives, types of research, methods of research, survey method and case study method. Importance and Limitations of Research.	15
II	Defining the Research problem and Designing the research	**Research Problems-** Meaning selecting the problem, Necessity of defining a problem, Techniques involved in Defining a problem. Hypothesis, meaning, formulation of hypothesis, testing of hypothesis. **Research Design-** Meaning and objectives, characteristics of good research design. Steps in Research design, Importance of Research design.	15
III	Sampling fundamentals and Designs	**Sampling Fundamentals-** Needs for sampling, meaning and definitions, Sampling theory- Sandler's 'A' test. Sample size, steps in sampling, Techniques of sampling (Types of Samples) **Sampling Design-** Census and sample survey, steps in sampling design, types of sampling design.	15
IV	Data Collection	**Data Collection-** meaning, method of data collection **Primary Data-** Meaning and methods of collection of primary data. **Secondary Data-** Precautions in the use of secondary data.	15

References:

1. Baily K.D, 1982, Mothods of Social Research Free press, New York.

2. Bajpai S.R. 1969. Social Survey and Research. Kanpur: Kitab Ghar.

3. Barnes,John A, 1979,Who Should Know What ? Social Science, Privacy and Ethics, Harmondsworth, Penguin.

4. Bleicher M. 1988.The Hermeneutic Inagination, London. Routlcdege and Kegan Paul (Introduction onlu)

5. Bose.Pradip Kumar,1995: Research Methodology, New Delhi,ICSSR.

6. Bryman, Alan,1988, Quality and Quantity in Social Research, London: Unwin Hyman.

7. Elhance, D. N. (1962), Fundamentals of Statistics, Kitab Mahal, Allahabad.

8. Fayerabad,Paul,1975, Against Method: Outline of an Anarchistic Theory of Knowledge, London, Humanities Press.

9. Goode, J. and Hatt P.J., Mcthods in Social Research,New York McGraw Hill.

10. Gupta, S. C. (1981), Fundamentals of Statistics, Himalaya Publishing House, Bombay.

11. Gupta, S. C. (1993), Fundamentals of Applied Statistics, S. Chand & Sons., New Delhi.

12. Handry, A. T. (1999), Operations Research, Prentice Hall of India, New Delhi.

13. Hughes, Jon, 1987, The Philosophy of Social Research, London, Longmon. Indian Journal of Social work 1985, Spccial issue of Research Mothodology Irvine. J.I. Miles and J. Evans (eds) 1979. Demystifying Social Statistics. London, Pluto Press.

14. Kothari, C. R. (1992), An Introduction to Operations Research, Vikas Publishing House, New Delhi.

15. Mathur, P. N. and R. Bharadwaj (Eds.) (1967), Economic Analysis in Input-Output Research, Input-Output Research Association of India, Pune.

16. Monga, G. S. 91972), Mathematics and Statistics for Economists, Vikas Publishing House, New Delhi.

17. Mukherjce, P.N. (eds),2000, Methodology in Social Research. Delimmas and perspectives, New Delhi, Sage (Introduction).

18. N. M. Downie and R. W. Heath (1970), Basic Statistical Methods, Harper and Row, New York.

19. Popper K., 1999, The Logic of Scientific Discovery, London, Routledge.

Solapur University, Solapur

Nature of Question Paper For Semester Pattern

Faculty of Commerce (B.Com., M.Com.)
Model Question Paper

(w.e.f. June 2014)

Time: - 2 hrs.   **Total Marks-50**

Q. 1   **Multiple choice questions**

   (four alternatives should be given)   **10**

   1 --

   (a)   **(b)**   **(c)**   **(d)**

   2

   3

   4

   5

   6

   7

   8

   9

   10

Q. 2 Answer the following

   (Short note/Short problem/Short answer)

   (A)   **05**
   (B)   **05**

Q. 3. Answer the following

   (Short note/Short answer/Short problem)

   (A)   **05**
   (B)   **05**

Q. 4. Answer any one (Long answer/Problem)   **10**

   i)

   ii)

Q. 5. Answer any one (Long answer/Problem)   **10**

   i)

   ii)

1. Structure of the courses :-

A) Each paper of every subject for Arts, Social Sciences & Commerce Faculty shall be of 50 marks as resolved by the respective faculties and Academic Council.
B) For Science Faculty subjects each paper shall be of 50 marks and practical for every subject shall be of 50 Marks as resolved in the faculty and Academic Council.
C) For B. Pharmacy also the paper shall be of 50 marks for University examination. Internal marks will be given in the form of grades.
D) For courses which were in semester pattern will have their original distribution already of marks for each paper.
E) For the faculties of Education, Law, Engineering the course structure shall be as per the resolutions of the respective faculties and Academic Council.

2. Nature of question paper:
A) Nature of questions.

"20% Marks - objectives question" **(One mark each and multiple choice questions)**

"40% Marks - Short notes / Short answer type questions / Short Mathematical type questions/ Problems. **(2 to 5 Marks each)**

"40% Marks - Descriptive type questions / Long Mathematical type questions / Problems. **(6 to 10 Marks each)**

B) Objective type question will be of multiple choice (MCQ) with four alternatives. This answer book will be collected in first 15 minutes for 10 marks and in first 30 minutes for 20 marks.
Each objective question will carry one mark **each.**

C) Questions on any topic may be set in any type of question. All questions should be set in such a way that there should be permutation and combination of questions on all topics from the syllabus. As far as possible it should cover entire syllabus.
D) There will be only five questions in the question paper. All questions will be compulsory. There will be internal option **(40%)** and not overall option.

for questions 2 to 5.

3. Practical Examination for B. Sc. I. will be conducted at the end of second semester.
4. Examination fees for semester Examination will be decided in the Board of Examinations.

The structures of all courses in all Faculties were approved and placed before the Academic Council. After considered deliberations and discussion it was decided not to convene a meeting of the Academic Council for the same matter as there is no deviation from any decision taken by Faculties and Academic Council. Nature of Question Paper approved by Hon. Vice Chancellor on behalf of the Academic Council.

SOLAPUR UNIVERSITY, SOLAPUR

SEMESTER PATTERN SYLLABUS

M.Com. II

Advanced Marketing Paper – IV

Research Methodology

(w.e.f. June 2014)

Course Objectives:

To provide basic research knowledge on formulation appraisal, financing, Administration, control of projects and to equip the students to establish linkage between theory and practice.

Semester IV

Unit	Name of the Topic	Details	Periods
I	Processing, Analyzing and Interpretation of data.	Introduction, Editing the data, classification, tabulation, computer processing of data. Statistics in Research, measures of central tendency, measures of Dispersion, Skewness, correlation and regression. Analysis and Interpretation of Data	20
II	Research Report Writing	Meaning, Significance of Report writing, different steps in report writing, Types of Report, Characteristics of good report writing, Elements of Report writing	15
III	Project Work (Theoretical approach)	Introduction and Meaning, Objectives or Importance of Project work, selection of project, Do's and Don'ts for project work, Viva-voce.	15
IV	Role of Computer in Research	Introduction, Computer Applications, Computer and Researchers	10

References:

20. Baily K.D, 1982, Mothods of Social Research Free press, New York.

21. Bajpai S.R. 1969. Social Survey and Research. Kanpur: Kitab Ghar.

22. Barnes,John A, 1979,Who Should Know What ? Social Science, Privacy and Ethics, Harmondsworth, Penguin.

23. Bleicher M. 1988.The Hermeneutic Inagination, London. Routlcdege and Kegan Paul (Introduction onlu)

24. Bose.Pradip Kumar,1995: Research Methodology, New Delhi,ICSSR.

25. Bryman, Alan,1988, Quality and Quantity in Social Research, London: Unwin Hyman.

26. Elhance, D. N. (1962), Fundamentals of Statistics, Kitab Mahal, Allahabad.

27. Fayerabad,Paul,1975, Against Method: Outline of an Anarchistic Theory of Knowledge, London, Humanities Press.

28. Goode, J. and Hatt P.J., Mcthods in Social Research,New York McGraw Hill.

29. Gupta, S. C. (1981), Fundamentals of Statistics, Himalaya Publishing House, Bombay.

30. Gupta, S. C. (1993), Fundamentals of Applied Statistics, S. Chand & Sons., New Delhi.

31. Handry, A. T. (1999), Operations Research, Prentice Hall of India, New Delhi.

32. Hughes, Jon, 1987, The Philosophy of Social Research, London, Longmon. Indian Journal of Social work 1985, Spccial issue of Research Mothodology Irvine. J.I. Miles and J. Evans (eds) 1979. Demystifying Social Statistics. London, Pluto Press.

33. Kothari, C. R. (1992), An Introduction to Operations Research, Vikas Publishing House, New Delhi.

34. Mathur, P. N. and R. Bharadwaj (Eds.) (1967), Economic Analysis in Input-Output Research, Input-Output Research Association of India, Pune.

35. Monga, G. S. 91972), Mathematics and Statistics for Economists, Vikas Publishing House, New Delhi.

36. Mukherjce, P.N. (eds),2000, Methodology in Social Research. Delimmas and perspectives, New Delhi, Sage (Introduction).

37. N. M. Downie and R. W. Heath (1970), Basic Statistical Methods, Harper and Row, New York.

38. Popper K., 1999, The Logic of Scientific Discovery, London, Routledge.

Solapur University, Solapur

Nature of Question Paper For Semester Pattern

● **Faculty of Commerce (B.Com., M.Com.)**
Model Question Paper

(w.e.f. June 2014)

Time: - 2 hrs. **Total Marks-50**

Q. 1 **Multiple choice questions**

    (four alternatives should be given) **10**

    1 --

    (a)   **(b)**   **(c)**   **(d)**

    2

    3

    4

    5

    6

    7

    8

    9

    10

Q. 2 **Answer the following**

    (Short note/Short problem/Short answer)

    (C) **05**
    (D) **05**

Q. 3 **Answer the following**

    (Short note/Short answer/Short problem)

    (C) **05**
    (D) **05**

Q. 4 **Answer any one (Long answer/Problem)** **10**

    i)

    ii)

Q. 5 **Answer any one (Long answer/Problem)** **10**

    i)

    ii)

5. Structure of the courses :-

F) Each paper of every subject for Arts, Social Sciences & Commerce Faculty shall be of 50 marks as resolved by the respective faculties and Academic Council.

G) For Science Faculty subjects each paper shall be of 50 marks and practical for every subject shall be of 50 Marks as resolved in the faculty and Academic Council.

H) For B. Pharmacy also the paper shall be of 50 marks for University examination. Internal marks will be given in the form of grades.

I) For courses which were in semester pattern will have their original distribution already of marks for each paper.

J) For the faculties of Education, Law, Engineering the course structure shall be as per the resolutions of the respective faculties and Academic Council.

6. Nature of question paper:
E) Nature of questions.

"20% Marks - objectives question" **(One mark each and multiple choice**

questions)

"40% Marks - Short notes / Short answer type questions / Short

Mathematical type questions/ Problems. **(2 to 5 Marks each)**

"40% Marks - Descriptive type questions / Long Mathematical

type questions / Problems. **(6 to 10 Marks each)**

F) Objective type question will be of multiple choice (MCQ) with four alternatives. This answer book will be collected in first 15 minutes for 10 marks and in first 30 minutes for 20 marks.
Each objective question will carry one mark **each.**

G) Questions on any topic may be set in any type of question. All questions should be set in such a way that there should be permutation and combination of questions on all topics from the syllabus. As far as possible it should cover entire syllabus.

H) There will be only five questions in the question paper. All questions will be compulsory. There will be internal option **(40%)** and not overall option.

for questions 2 to 5.

7. Practical Examination for B. Sc. I. will be conducted at the end of second semester.

8. Examination fees for semester Examination will be decided in the Board of Examinations.

The structures of all courses in all Faculties were approved and placed before the Academic Council. After considered deliberations and discussion it was decided not to convene a meeting of the Academic Council for the same matter as there is no deviation from any decision taken by Faculties and Academic Council. Nature of Question Paper approved by Hon. Vice Chancellor on behalf of the Academic Council.