

**Revised Syllabus of Courses of B.Com. (Banking and Insurance)**  
**Programme at Semester V**

**6. Research Methodology**

Sr. No.	Modules / Units
<b>1</b>	<b>Introduction to Research</b>
	<ul style="list-style-type: none"> <li>• Meaning, Objectives and Importance of Research</li> <li>• Types of Research</li> <li>• Research Process.</li> <li>• Characteristics of Good Research</li> <li>• Hypothesis-Meaning, Nature, Significance, Types and Sources.</li> <li>• Research Design– Meaning, Definition, Need and Importance, Steps, Scope and Essentials of a Good Research Design.</li> <li>• Sampling– a) Meaning of Sample and Sampling, b)Methods of Sampling i)Non-Probability Sampling–Convenient, Judgment, Quota, Snow ball ii)Probability– Simple Random, Stratified, Cluster, Multi Stage.</li> </ul>
<b>2</b>	<b>Data Collection and Processing</b>
	<ul style="list-style-type: none"> <li>• Types of Data and Sources-Primary and Secondary Data Sources</li> <li>• Methods of Collection of Primary data               <ol style="list-style-type: none"> <li>a. Observation- i) structured and unstructured, ii) disguised and undisguised, iii) mechanical observations (use of gadgets)</li> <li>b. Experimental i) Field ii) Laboratory</li> <li>c. Interview - i) Personal Interview ii) focused group, iii) in- depth interviews Method</li> <li>d. Survey– Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening.</li> <li>e. Survey instrument– i) Questionnaire designing.                   <ol style="list-style-type: none"> <li>a. Types of questions–i) structured/close ended and ii) unstructured/open ended, iii) Dichotomous, iv) Multiple Choice Questions.</li> <li>b. Scaling techniques- i) Likert scale, ii) Semantic Differential scale.</li> </ol> </li> </ol> </li> </ul>
<b>3</b>	<b>Data Analysis and Interpretation</b>
	<ul style="list-style-type: none"> <li>• Processing of Data – Meaning &amp; Essentials of i) Editing ii) Coding iii) Tabulation</li> <li>• Analysis of Data-Meaning, Purpose, Types.</li> <li>• Interpretation of Data-Essentials, Importance, Significance and Descriptive Analysis</li> <li>• Testing of hypothesis – One Sample T- Test, ANOVA, F- test, Chi Square and Paired Sample Test</li> </ul>
<b>4</b>	<b>Advanced Statistical Techniques</b>
	<p>Introduction, Characteristics and Application of</p> <ul style="list-style-type: none"> <li>• Correlation and Regression Analysis</li> <li>• Factor Analysis</li> <li>• Cluster Analysis</li> <li>• Discriminant Analysis</li> <li>• Multidimensional Scaling</li> </ul>
<b>5</b>	<b>Research Report</b>
	<ul style="list-style-type: none"> <li>• Report writing – i) Meaning, Importance, Structure, Types, Process and Essentials of a Good Report.</li> </ul>