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SEMESTER - II (CBCS)**

**RESEARCH METHODOLOGY
FOR BUSINESS**

SUBJECT CODE : 66701

UNIVERSITY OF MUMBAI

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SYLLABUS

**SECTION - II
RESEARCH METHODOLOGY FOR BUSINESS**

Sl. No.	Module / Topic
1.	Introduction to Research
	- Definition and Importance of research in Business, Objectives and Types of research - Basic, Applied, Descriptive, Qualitative and Quantitative Research - Formulation of research problem, Research Design, Importance of Research of Literature - Hypothesis Formulation, Sources, Importance and Types - Sampling: Importance, Methods, Factors determining sample size
2.	Research Process
	- Steps in Research process - Data Collection: Primary data: Observation, Experimentation, Interview, Schedule Survey - Limitations of Primary data - Secondary data: Sources and Limitations - Factors affecting the choice of method of data collection: Quantitative: Types, Steps in Quantitative Sampling, Benefits of a good questionnaire
3.	Data Processing and Statistical Analysis
	- Data Processing: Importance in Research, Steps in Data Processing: Editing, Coding, Classification, Tabulation, Graphical Presentation - Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis - Testing of Hypothesis -

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