Indra Ganesan
COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai
Accredited by NAAC with 'B+' Grade, 2(f) & 12B Status Institution by UGC
IG Valley, Madurai Main Road, Manikandam, Tiruchirappalli - 620012

NAAC DOCUMENTS

QUALITY INDICATOR FRAME WORK

CRITERION – 1

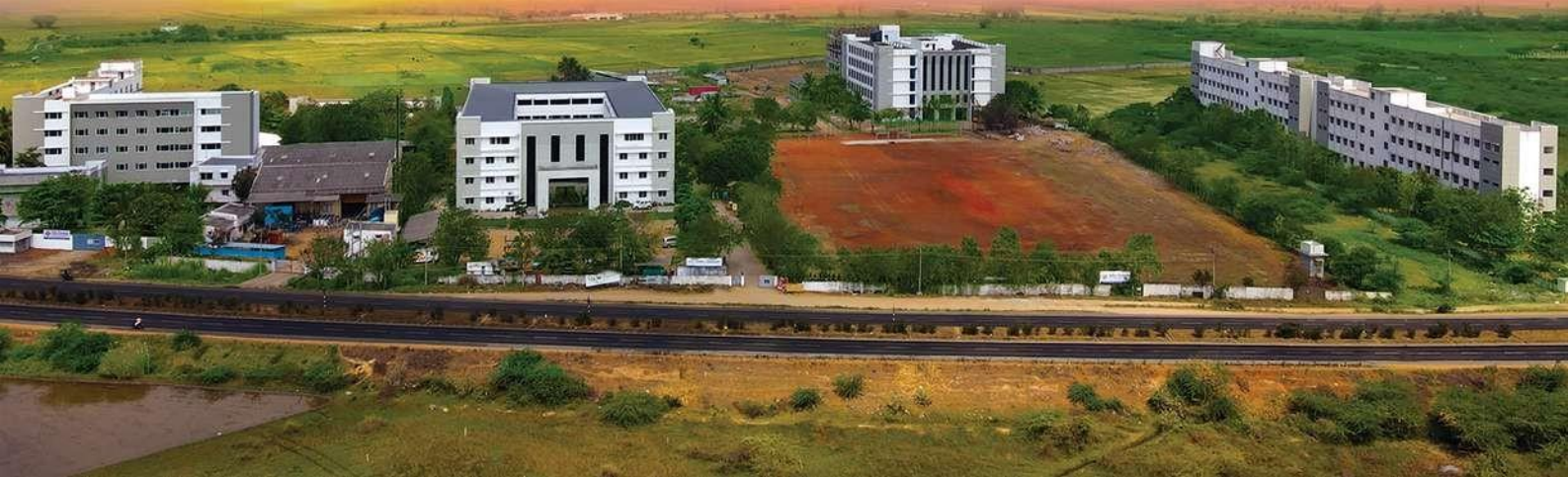
CURRICULAR ASPECTS

SUBMITTED BY

IQAC

INTERNAL QUALITY ASSURANCE CELL

INDRA GANESAN COLLEGE OF ENGINEERING



Criteria 1	Curricular Aspects	100

Curricular Planning and Implementation (20)

The Institution ensures effective curriculum planning and delivery through a well-planned and documented process including Academic calendar and conduct of continuous internal Assessment

Table of Content

INDRA GANESAN COLLEGE OF ENGINEERING

IG Valley, Manikandam, Tiruchirappalli, Tamil Nadu – 620 012, India
(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai-25)

DEPARTMENT OF MANAGEMENT STUDIES

PREFACE OF THE COURSE FILE

Batch	: **2020-2022**
Academic Year	: **2020-2021 / EVEN**
Program	: MANAGEMENT STUDIES
Year & Semester	: **1ST Year / 2ND Semester**
Course Code	: **BA5202** NBA Course Code: **C110**
Name of the Course	: **BUSINESS RESEARCH METHODS**
Faculty in-charge	: **Mr.Velu J.V & AP/MBA**

Signature of the Faculty in-charge

HoD / MBA

Dr. G. Balakrishnan, M.E., Ph.D.,
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Indra Ganesan
COLLEGE OF ENGINEERING

Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli - 620 012
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DEPARTMENT OF MANAGEMENT STUDIES

Work Load - EVEN Semester 2020-2021

S.NO.	Teacher's Name	Course Code	Course Name	Semester	Lecture / week	Total
1	Dr.C.Soundarajan AP / MBA	BA5411	Project Work	IV/MBA	5	10
2	Dr.C.Velaiutham AP/MBA	BA4207	Marketing Management	III/MBA	5	10
		BA5411	Project Work	IV/MBA	5	
3	V.S.Guna AP/MBA	BA4205	Information Management	III/MBA	5	10
		BA5411	Project Work	IV/MBA	5	
4	J.V.Velu AP/MBA	BA4202	Business Research Methods	III/MBA	5	11
		BA5411	Project Work	IV/MBA	5	
5	L.Nisha Martina AP / MBA	BA5211	Data Analysis and Business Modelling	III/MBA	6	10
		BA5411	Project Work	IV/MBA	5	
6	N.Minipriya AP / MBA	BA4206	Operations Management	III/MBA	5	10
		BA5411	Project Work	IV/MBA	5	
7	B.Thazhali AP/MBA	BA4204	Human Resource Management	III/MBA	5	10
		BA5411	Project Work	IV/MBA	5	
8	T.Sangeetha AP/MBA	BA4203	Financial Management	III/MBA	5	10
		BA5411	Project Work	IV/MBA	5	

Time Table Coordinator

B.Thaz

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BA5202 BUSINESS RESEARCH METHODS L T P C
3 0 0 3

OBJECTIVE:

- To familarise the students to the principles of scientific methodology in business enquiry, to develop analytical skills of business research; to develop the skills for scientific communications.

UNIT I INTRODUCTION 9

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

UNIT II RESEARCH DESIGN AND MEASUREMENT 9

Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

UNIT III DATA COLLECTION 9

Types of data–Primary Vs Secondary data–Methods of primary data collection–Survey Vs Observation –Experiments Construction of questionaire and instrument –Validation of questionaire –Sampling plan –Sample size –determinants optimal sample size– sampling techniques –Probability Vs Non –probability sampling methods.

UNIT IV DATA PREPARATION AND ANALYSIS 9

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Bivariate and Multivariate statistical techniques – Factor analysis – Discriminant analysis – cluster analysis – multiple regression and correlation – multidimensional scaling – Conjoint Analysis - Application of statistical software for data analysis.

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH 9

Research report – Different types – Contents of report – need of executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – ethical behaviour of research – subjectivity and objectivity in research.

OUTCOME: TOTAL: 45 PERIODS

- Students would become acquainted with the scientific methodology in business domain. They would also become analytically skillful. They would become familiar with the nuances of scientific communications.

REFERENCES :

1 Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.
2 Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.
3 Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012.
4 William G Zikmund, Bany J Babin, Jon C.Carr, Atanu Adhikari,Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.

B.Tech
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DEPARTMENT OF MANGEMENT STUDIES

Lecture Schedule

Degree/Program: MBA
Duration: May 2021 - Aug 2021

Course code &Name: BA5202-BUSINESS RESEARCH METHODS
Semester: II Faculty: Mr.Velu J.V

AIM:

To familiarise the students to the principles of scientific methodology in business enquiry; to develop analytical skills of business research; to develop the skills for scientific communications.

OBJECTIVES:

To impart knowledge on

(i) To Familiarize the importance of research and various methods that researcher used to
(ii) To Applying Modern Analytical tools for Business Management Decisions.
(iii)To derive strategies from the research.
(iv) To familiarize the challenges in collecting the data collection and analysis.
(v) To prepare and evaluate Report Design.

PREREQUISITES:

COURSE OUTCOMES:

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C110.1	To introduce various types research and its evolutionary perspective.	1,2,3,4	1,2
C110.2	To familiarize the various Research Design, Measurement and Scaling Used for it.	1,2,3,4	1,2
C110.3	To introduce and impede data and various data collection methods	1,2,3,4	1,2
C110.4	To make them Familiarize and involve in data preparation and Analysis.	1,2,3,4	1,2
C110.5	To prepare and evaluate Report Design.	1,2,3,4	1,2
C110.6	To Encourage them to write ethically.	1,2,3,4	1,2

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S.No	Date	Period	Topics to be Covered	Book
UNIT-I INTRODUCTION				**Target periods :9**
1			Business Research-Definition and Significance, The research process.	T1
2	3/5/21	2	Types of Research-Exploratory and causal Research. Theoretical and empirical Research.	T1
3	4/5/21	4	Types of Research- Cross Sectional and Time series Research.	T1
4	5/5/21	6	Research questions / Problems.	T1
5	6/5/21	3	Research objectives.	T1
6	7/5/21	5	Research hypotheses and It's characteristics.	T1
7	10/5/21	2	Research in an evolutionary perspective.	T1
8	11/5/21	4	The role of theory in research.	T1
9	12/5/21	6	Examples and Discussion.	T1
UNIT II - RESEARCH DESIGN AND MEASUREMENT				**Target periods :5**
10	13/5/21	3	Research design- Definition, Types of research design- Exploratory and causal research design.	T1
11	17/05/21	2	Types of research design- Descriptive and experimental design, Different types of experimental design.	T1
12	18/05/21	4	Validity of findings-Internal and External validity	T1
13	19/05/21	6	Variables in Research.	T1
14	20/05/21	3	Measurement and scaling.	T1
15	21/05/21	5	Different scales.	T1
16	30/5/21	2	Construction of instrument.	T1
17	01/6/21	4	Validity and Reliability of instrument.	T1
18	2/6/21	6	Examples and Discussion.	T1
UNIT III - DATA COLLECTION				**Target Periods :9**
19	3/6/21	3	Types of data -Primary Vs Secondary data, Methods of primary data collection.	T1
20	4/6/21	5	Survey Vs Observation, Experiments.	T1
21	7/6/21	2	Construction of questionnaire and instrument, Validation of questionnaire.	T1
22	8/6/21	4	Sampling plan.	T1
23	9/6/21	6	Sample size- Determinants optimal sample size.	T1
24	10/6/21	3	Sampling techniques- Probability sampling methods.	T1
25	11/6/21	5	Sampling techniques- Non-probability sampling methods.	T1
26	14/6/21	2	Examples and Discussion.	T1
27	15/6/21	4	Examples and Discussion.	T1
UNIT IV - DATA PREPARATION AND ANALYSIS				**Target Periods :9**
28	16/6/21	6	Data Preparation-Editing, Coding, Data Entry.	T3
29	28/6/21	2	Validity of data.	T3
30	29/6/21	4	Qualitative Vs Quantitative data analyses.	T3
31	30/6/21	6	Bivariate statistical techniques.	T3
32	01/7/21	3	Multivariate statistical techniques -Factor analysis, Cluster Analysis.	T3
33	02/7/21	5	Multivariate statistical techniques -Discriminant analysis, multiple regression and correlation.	T3
34	05/07/21	2	Multivariate statistical techniques - Multidimensional Scaling.	T3
35	06/07/21	4	Conjoint Analysis.	T3
36	07/07/21	6	Application of statistical software for data analysis.	T3

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UNIT V - REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH				Target Periods:9
37	19/7/21	2	Research report - Different types.	T1
38	20/7/21	4	Contents of report - Need of Executive Summary, Chapterization.	T1
39	22/7/21	3	Contents of Chapter, Report writing, The Role of Audience.	T1
40	23/7/21	3	Readability, Comprehension, Tone.	T1
41	26/7/21	2	Final proof ,Report format ,Title of the report	T1
42	27/7/21	2	Ethics in Research	T1
43	28/7/21	4	Ethical Behaviour of research	T1
44	29/7/21	3	Subjectivity and Objectivity in Research	T1
45	30/7/21	5	Examples and Discussions	T1
Content Beyond the Syllabus				
46	15/7/21	PN	Multivariate Analysis	PPT
47	16/7/21	PN.	Multivariate Analysis	PPT

Book Reference - Text Books

Sl.No	Title of the Book	Author	Publisher	Year
T1	Business Research Methods(11th Edition)	Donald R. Cooper, Pamela S. Schindler and J K Sharma	Tata Mc Graw Hill, New Delhi	2012
T2	Business Research Methods(3rd Edition)	Alan Bryman and Emma Bell	Oxford University Press, New Delhi	2011
T3	Research Methods for Business(5th Edition)	Uma Sekaran and Roger Bougie	Wiley India, New Delhi	2012
T4	Business Research Methods(8th Edition)	William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari,Mitch Griffin	Cengage Learning, New Delhi	2012
Website Reference: **1. https://www.academia.edu/10838466/Research_Methodology_Reference**				

Signature of the Faculty in-charge

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DEPARTMENT OF MANAGEMENT STUDIES

Identification of Curricular Gap & Content Beyond Syllabus(CBS)

Name of the Faculty : Mr.Velu J.V
Course Code & Name: BA5202/Business Research Methods
Degree & Program: MBA Semester : II Academic Year: 2020 -2021 /EVEN

I.Mapping of Course Outcomes with POs & PSOs.(before CBS)

Table.1 Mapping of COs, C, PSOs with POs - before CBS.

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
C110.1	3	3	1	1	3	-	3	3	1	2	2
C110.2	3	3	1	1	3	-	3	3	1	2	2
C110.3	3	3	1	1	3	-	3	3	1	2	2
C110.4	3	3	1	1	3	-	3	3	1	2	2
C110.5	3	3	1	1	3	-	3	3	1	2	2
C110.6	3	3	1	1	3	-	3	3	1	2	2

II. Identification of content beyond syllabus.

Table.2 Identification of content beyond syllabus

Details of Content Beyond Syllabus(CBS) added	POs strengthened/ vacant filled	CO/Unit
Multivariate Analysis	PO6/C110.4	C110.4/4

III. Mapping of Course Outcomes with POs & PSOs. (After CBS)

Table.3 Mapping of COs, C, PSOs with POs- after CBS.

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
C110.1	3	3	1	1	3	-	3	3	1	2	2
C110.2	3	3	1	1	3	-	3	3	1	2	2
C110.3	3	3	1	1	3	-	3	3	1	2	2
C110.4	3	3	1	1	3	2*	3	3	1	2	2
C110.5	3	3	1	1	3	-	3	3	1	2	2
C110.6	3	3	1	1	3	-	3	3	1	2	2

Signature of the Faculty

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DEPARTMENT OF MANAGEMENT STUDIES

Assignment Answer Sheet

Name of the Student : Anusha.J

AU Register Number: 811220631001

Assignment – 1			Date of Issue:		Marks	10
Course code	BA5202	Course Title	BUSINESS RESEARCH METHOD			
Year	I	Semester	II	Date of Submission:		

Q.No	Questions	CO
1	Explain the Research Process & its Variantype	C.110.1
2	The Role of Theory in Research	C.110.1

Mark Allocation

Rubrics	Marks Allocated	Marks obtained
Content Quality	6	6
Presentation Quality	2	2
Timely submission	2	2
Total marks	10	10

Name and Signature of the Faculty Incharge
(VELU IV)

B.Theen
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DEPARTMENT OF MANAGEMENT STUDIES

I MBA / INTERNAL ASSESSMENT TEST -1

DATE	SESSION TIME	SUBJECT CODE /NAME
24/05/2021	FN/11.00AM to 12.30PM	BA5201- Applied Operations Research
	AN/3.30PM to 5.00PM	BA5202 - Business Research Methods
25/05/2021	FN/11.00AM to 12.30PM	BA5203- Financial Management
	AN/3.30PM to 5.00PM	BA5204- Human Resource Management
26/05/2021	FN/11.00AM to 12.30PM	BA5205- Information Management
	AN/3.30PM to 5.00PM	BA5206- Operations Management
27/05/2021	FN/11.00AM to 12.30PM	BA5207- Marketing Management

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Register Number:											

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Internal Assessment Exam - I			Date/Session	24/4/05/2021&AN	Marks	50
Course code	BA5202	Course Title	Business Research Methods			
Regulation	2017	Duration	90 minutes	Academic Year	2020-2021	
Year	I	Semester	II	Department	MBA	

COURSE OUTCOMES

CO1:	To Interpret and Summarize scientific inquiry.
CO2:	To Design and Distinguish to write research proposals.
CO3:	To undertake a systematic outlook towards business situations for the purpose of objective decision making.
CO4:	To Conduct scientific inquiry to solve organizational problems.
CO5:	To analyze data and find solutions to the problems.
CO6:	To prepare Research Reports.

Q.No.	Question	CO	BTS
	PART A		
	(Answer all the Questions 10 x 2 = 20 Marks)		
1	Define Research.	C110.1	K1
2	Identify the criteria for Good Research.	C110.1	K1
3	Classify the types Of Hypothesis.	C110.1	K4
4	What Is Empirical Research?	C110.1	K1
5	Compare Qualitative and Quantitative Research.	C110.1	K4
6	What is meant by Descriptive Research?	C110.1	K1
7	Explain Research Design.	C110.2	K1
8	Explain the term Experimental Research Design.	C110.2	K1
9	Illustrate the e difference between Exploratory and Descriptive Research Design.	C110.2	K4
10	What is causal research design?	C110.2	K1
	PART B		
	(Answer all the Questions 2 x 10 = 20 Marks)		
11a	Explain various types' research with its Merits and Demerits.	C110.1	K2
	OR		
11b	Explain the process Of Hypothesis Testing.	C110.1	K2
12a	Discuss The Research Design Process, Types ,Benefits in the context of any management research.	C110.2	K5
	OR		
12b	Explain the Types of Experimental design used in Business.	C110.2	K1
	PART C		
	(Answer all the Questions 1 x 10 = 10 Marks)		
13a	Explain the Techniques involved in defining a research problem with an example.	C110.2	K2
	OR		
13b	I. Where causal research can be used?(5Marks) II. What are the pros and cons of Casual Research?(5Marks)	C110.1	K2

Course Faculty

(Name /Sign / Date)

(VELU 3V)

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HoD

(Name /Sign / Date)

Internal Assessment-I
BA5202-Business Research Methods
Answer Key
Part-A
(Answer all the Questions 10*2=20)

1. Define Research.
   Research is an activity that leads us to finding new facts, information, assisting us in verifying the available knowledge and in making us question things that are difficult to understand as per existing data.
2. Identify the criteria for Good Research.
   The purpose of research, Detailed Research Procedure, Design of procedures, Research design, Data Analysis and Conclusions.
3. Classify the types Of Hypothesis.
   - Simple hypothesis.
   - Complex hypothesis.
   - Directional hypothesis.
   - Non-directional hypothesis.
   - Null hypothesis.
   - Associative and casual hypothesis.

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4. What Is Empirical Research?
   Empirical research is defined as any research where conclusions of the study is strictly drawn from concretely empirical evidence, and therefore "verifiable" evidence. This empirical evidence can be gathered using quantitative market research and qualitative market research methods.
5. Compare Qualitative and Quantitative Research.
   One of the factors distinguishing qualitative from quantitative studies is the nature of the intended outcome. Qualitative researchers seek to learn from details of the testimonies of those they are studying, also called their informants. Over the course of a study, conclusions are drawn by compiling, comparing and evaluating the informants' feedback and input. Qualitative research is often focused on answering the "why" behind a phenomenon, correlation or behavior.
   In contrast, quantitative data are analyzed numerically to develop a statistical picture of a trend or connection. Such statistical results may shed light on cause-and-effect relationships. They may either confirm or disprove the study's original hypothesis. Whether positive or negative, the outcome can spark awareness and action. Quantitative research is often focused on answering the questions of "what" or "how" in regards to a phenomenon, correlation or behavior.
6. What is meant by Descriptive Research?
   Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions.
7. Explain Research Design.
   Research design is the framework of research methods and techniques chosen by a researcher to conduct a study. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success.
8. Explain the term Experimental Research Design.
   Experimental research design is a framework of protocols and procedures created to conduct experimental research with a scientific approach using two sets of variables. Herein, the first set of variables acts as a constant, used to measure the differences of the second set.
9. Illustrate the difference between Exploratory and Descriptive Research Design.
   Exploratory research is usually conducted when a researcher has just begun an investigation and wishes to understand the topic generally. Descriptive research aims to

describe or define the topic at hand. Explanatory research is aims to explain why particular phenomena work in the way that they do.

10. What is causal research design?

Causal research, also known as explanatory research or causal-comparative research, identifies the extent and nature of cause-and-effect relationships between two or more variables. It's often used by companies to determine the impact of changes in products, features, or services process on critical company metrics.

PART B

(Answer all the Questions 2 x 10 = 20 Marks)

11. A) Examine various types research with its Merits and Demerits.

Basic research: A basic research definition is data collected to enhance knowledge. The main motivation is knowledge expansion. It is non-commercial research that doesn't facilitate in creating or inventing anything. For example an experiment to determine a simple fact.

Applied research: applied research focuses on analyzing and solving real-life problems. This type refers to the study that helps solve practical problems using scientific methods. Studies play an important role in solving issues that impact the overall well-being of humans. For example: finding a specific cure for a disease.

Problem-oriented research: As the name suggests, problem-oriented research is conducted to understand the exact nature of a problem to find out relevant solutions. The term "problem" refers to multiple choices or issues when analyzing a situation. For example, the revenue of a car company has decreased by 12% in the last year. The following could be the probable causes: there is no optimum production, poor quality of a product, no advertising, or economic conditions.

Problem-solving research: This type of research is conducted by companies to understand and resolve their own problems. The problem-solving method uses applied research to find solutions to existing problems.

Qualitative research: qualitative research is a process that is about the inquiry. It helps create an in-depth understanding of problems or issues in their natural settings. This is a non-statistical method. Qualitative research is heavily dependent on the experience of the researchers and the questions used to probe the sample. The sample size is usually restricted to 6-10 people. Open-ended questions are asked in a manner that encourages answers that lead to another question or group of questions. The purpose of asking open-ended questions is to gather as much information as possible from the sample.

The following are the methods used for qualitative research:

- One-to-one interview
- Focus groups
- Ethnographic research
- Content/Text Analysis
- Case study research

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Quantitative research: qualitative research is a structured way of collecting data and analyzing it to draw conclusions. Unlike qualitative methods, this method uses a computational and statistical process to collect and analyze data. quantitative data is all about numbers.

Quantitative research involves a larger population — more people means more data. With more data to analyze, you can obtain more accurate results. This method uses closed-ended questions because the researchers are typically looking to gather statistical data.

Exploratory: As the name suggests, exploratory research is conducted to explore a group of questions. The answers and analytics may not offer a final conclusion to the perceived problem. It is conducted to handle new problem areas that haven't been explored before. This exploratory process lays the foundation for more conclusive research and data collection.

Descriptive: descriptive research focuses on expanding knowledge on current issues through a process of data collection. descriptive studies are used to describe the behavior of a sample population. In a descriptive study, only one variable is required to conduct the study. The three main purposes of descriptive research are describing, explaining, and

validating the findings. For example, a study conducted to know if top-level management leaders in the 21st century possess the moral right to receive a huge sum of money from the company profit.

Explanatory: explanatory research or causal research is conducted to understand the impact of certain changes in existing standard procedures. Conducting experiments is the most popular form of casual research. For example, a study conducted to understand the effect of rebranding on customer loyalty.

11.B) Bring Out The process Of Hypothesis Testing.

Types of Hypothesis

There are two types of hypothesis – Null and Alternative.

- **Null Hypothesis:** It is denoted by H0. A null hypothesis is the one in which sample observations result purely from chance. This means that the observations are not influenced by some non-random cause.
- **Alternative Hypothesis:** It is denoted by Ha or H1. An alternative hypothesis is the one in which sample observations are influenced by some non-random cause.

A hypothesis test concludes whether to reject the null hypothesis and accept the alternative hypothesis or to fail to reject the null hypothesis. The decision is based on the value of X and R.

1. **Stating the Hypotheses**
   The first step involves positioning the null and alternative hypotheses. Remember, that these are mutually exclusive. If one hypothesis states a fact, the other must reject it.
2. **Making Statistical Assumptions**
   Consider statistical assumptions – such as independence of observations from each other, normality of observations, random errors and probability distribution of random errors, randomization during sampling, etc.
3. **Formulating an Analysis Plan**
   This includes deciding the test which is to be carried out to test the hypothesis. At the same time, we need to decide how sample data will be used to test the null hypothesis.
4. **Investigating Sample Data**
   At this stage, sample data is examined. It's when we find scores – mean values, normal distribution, t distribution, z score, etc.
5. **Interpreting Results**
   This stage involves making decision to either reject the null hypothesis in favor of alternative hypothesis or not to reject the null hypothesis.

12.a) Evaluate The Research Design Process, Types ,Benefits in the context of any management research.

According to William Zikmund :

"Research design is defined as a master plan specifying the methods and procedures for collection and analyzing the needed information."

Features of a Good Research Design

1) Objectivity.
2) Reliability.
3) Validity.
4) Generalisability.
5) Sufficient Information.

Step 1: Defining Research Problem

Step 2: Assess the Value of Information

Step 3: Select the Approach for Data Collection

Step 4: Select the Measurement Technique

After collecting data, the measurement technique for the collected data is selected. The major measurement techniques used in research are as follows:

i) Questionnaire

ii) Attitude Scales

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iii) Observation
iv) Projective Techniques and Depth Interview
Step 5: Sample Selection
Step 6: Selecting Model of Analysis
Step 7: Evaluate the Ethics of Research
Step 8: Estimate Time and Financial Requirements
Step 9: Prepare the Research Proposal

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12)b) Explain the Types of Experimental design used in Business.

Experimental Design

Experimental design is the process of researching in an objective and controlled manner to optimize precision and reach particular conclusions about a hypothesis statement. The goal is to determine the effect a factor or independent variable has on a dependent variable.

Experimental Research

Experimental research is a type of scientific examination in which one or more independent variables are changed and then applied to one or more dependent variables to see how they affect the latter. The effect of independent variables on dependent variables is frequently observed and recorded over time to help researchers reach a plausible conclusion about the link between these two types of variables. The experimental research approach is frequently employed in the physical and social sciences, psychology, and education. It is based on a simple logic that compares two or more groups, but it can be challenging to implement. Experimental research designs, most commonly associated with laboratory test procedures, entail gathering quantitative data and doing statistical analysis on it during the study process.

Experimental Research Design in Following:

- Time is a critical aspect in establishing a cause-and-effect link.
- Cause-and-effect behaviour that is consistent.
- You want to comprehend the significance of cause and effect.

Types of experimental design

1. Pre-experimental study design: After incorporating cause and effect elements, a group, or many groups, is kept under observation. You'll perform this inquiry to see if additional research is required for these specific groups.

Pre-experimental research can be divided into three categories:

- **Case Study Research Design in a Single Session:**
- **One-group Pre- and post-testing was used in the research:**
- **Comparison of static groups:**

2. True Experimental research design

True experimental research is the maximum accurate type of study because it depends on bio statistical analysis to prove or reject a concept. Only a simple design, out of all the types of experimental design, can demonstrate a cause-and-effect link inside a group. In an actual experiment, three conditions must be met:

- Control Group that will not be affected by the modifications, and an Experimental Group that will be exposed to the altered variables.
- The researcher has control over that a variable.
- The distribution is random.

3. Quasi-experimental Research Design:

"Quasi" indicates "partial," "half," or "false." As a result, while quasi-experimental research resembles actual experimental studies, it is not the same. Participants in quasi-experiments are not assigned at random, and as a result, they are employed in situations where randomization is problematic or impossible. This is a typical occurrence in educational research, where administrators refuse to allow students to be chosen at random for experimental samples. The time series, no corresponding control group design, and the counterbalanced design are quasi-experimental research designs.

13)a) Briefly Explain the Techniques involved in defining a research problem with an example.

- Identify a general Area of Interest.

- Learn More About The problem.
- Review the context of the information.
- Determine Relationship Between Variables.
- Select and Include important Variables.
- Receive Feedback and Revise.

13)b)I) Where causal research can be used?

It's useful because it enables market researchers to predict hypothetical occurrences and outcomes while improving existing strategies. This allows businesses to create plans that benefit the company. It's also a great research method because researchers can immediately see how variables affect each other and under what circumstances.

Also, once the first experiment has been completed, researchers can use the learnings from the analysis to repeat the experiment or apply the findings to other scenarios. Because of this, it's widely used to help understand the impact of changes in internal or commercial strategy to the business bottom line.

Some examples include:

- Understanding how overall training levels are improved by introducing new courses
- Examining which variations in wording make potential customers more interested in buying a product
- Testing a market's response to a brand-new line of products and/or services

13)b)ii) What are the pros and cons of Casual Research?

Advantages of causal research

- Improve experiences
- Help companies improve internally
- Repeat experiments to enhance reliability and accuracy of results
- Test out new theories or ideas
- Fix issues quickly

Disadvantages of causal research

- Provides information to competitors
- Difficult to administer
- Time and money constraints
- Requires additional research to ensure validity
- Trouble establishing cause and effect
- Risk of contamination

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Internal Assessment Test Answer Book

Name	Virginia Saina. Y			**Year/ Semester/Section**	I & II
Batch No.	2020–21	**Date/Session**	24.5.21 AN	**Department**	MBA
Course code	BA5102	**Course Title**			
Internal Assessment Test	**IAT 1** ☑	**IAT 2** ☐	**IAT 3** ☐	**Model** ☐	
Name and Signature of the Invigilator with date					

Instruction to the Student: Put tick mark to the question attended in the column against question.

Part A			Part B / Part C						
Q. No.	✓	Marks	Q. NO.	✓	a Marks	✓	b Marks	Total Marks
1		2	11		7			7
2		1	12		7			7
3		1	13				6	6
4		3	14					
5		—	15					
6		2	16					
7		1					Total	
8		2						
9		2	34/50				Name and Signature of the Examiner with date	
10		1						
Total		14	Grand Total					

To be filled by the examiner							
Course Outcomes	1	2	3	4	5	6	Total
Marks allotted	32	28					50
Marks Obtained	18	19					34

IQAC Audit - Remarks

Name and Signature of the IQAC member

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DEPARTMENT OF MANAGEMENT STUDIES

ACADEMIC YEAR 2020 – 2021 (EVEN SEMESTER)

STUDENTS MARK STATEMENT- CO BASED

INTERNAL ASSESSMENT-II

SUBJECT CODE &TITLE:BA5202& BUSINESS RESEARCH METHODS

YEAR/SEM: I/II

MONTH & YEAR:MAY&2021

S.NO	REG NO	STUDENT NAME	CO110.1 (IA-1)	CO110.2 (IA-1)	TOTAL (50)	TOTAL (100)
1.	811220631001	Anusha.J	28	15	43	86
2.	811220631002	Arun.k.	26	16	42	84
3.	811220631005	Dinesh Antony.S	24	18	42	84
4.	811220631006	DIVYA J	27	17	44	88
5.	811220631009	George.S	29	16	45	90
6.	811220631011	Honestraj.M.	27	17	44	88
7.	811220631012	Jayarani.T	26	18	44	88
8.	811220631013	Jeevaraj S	24	16	40	80
9.	811220631014	Kalaiselvan.P	27	17	44	88
10.	811220631015	kabivendan.R.	25	18	43	86
11.	811220631016	kanimozhi D	24	15	39	78
12.	811220631017	Karuna Moorthy.M.	27	15	42	84
13.	811220631018	Lavanya.P	26	17	43	86
14.	811220631019	Maheswari.M	AB	AB	AB	AB
15.	811220631021	Nandhiga.R	25	18	43	86
16.	811220631022	Nandhini.V	27	16	43	86
17.	811220631023	Rajakarthi.k	22	17	39	78
18.	811220631024	Sakthipriya.S	28	15	43	86
19.	811220631025	Sathyaseelan.S	24	15	39	78
20.	811220631026	Siranjeevi.k	26	16	42	84
21.	811220631027	Soundarya.R	AB	AB	AB	AB
22.	811220631028	Tamilarasan.k.	25	17	42	84
23.	811220631029	Thiruppathi V	26	18	44	88
24.	811220631030	Vergine saim.X	23	16	39	78

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25.	811220631031	Vimala .D	24	17	41	82
26.	811220631033	Vinoth. S	27	16	43	86.

MARKS RANGE:

<20	20-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100
—	—	—	—	—	—	05	19	—

Total No.of Candidates Present	24
Total No.of Candidates Absent	02
Total No.of Students Pass	24
Total No. of Students Fail	—
Percentage of Pass	100%

STAFF INCHARGE

HoD/MBA

PRINCIPAL

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IQAC Academic Audit Form

ACADEMIC YEAR: 2020-2021 EVEN SEMESTER

Name of Department : MBA | Year / Sem / Sec : I / II | No. of Students Registered : 26

Details of Examination : IA Test -1 / IA Test -2 / IA Test -3 / Model Test

S.No.	Course Code	List of Reg.No Verified	Log Book Verified	Course File Verified (Y / N)	No of students Attended	No of Absentees	No of Failures	Pass %	Remarks
1	BA5201	811220631007	Y	Y	23	2	1	85	
2	BA5202	811220631012	Y	Y	24	2	0	92	
3	BA5203	811220631016	Y	Y	24	1	1	88	
4	BA5204	811220631019	Y	Y	23	1	2	81	
5	BA5205	811220631025	Y	Y	23	2	1	85	
6	BA5206	811220631028	Y	Y	24	1	1	88	
7	BA5207	811220631033	Y	Y	25	0	1	92	
8									

Verified by

External Member Name and Signature:	
Internal Member Name and Signature:	

Overall Remarks:

B.Tech

HoD/ MBA | IQAC Co-ordinator | Principal

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STUDENT FEEDBACK ON FACULTY

ACADEMIC YEAR: 2020-2021 EVEN SEMESTER

Name of Department :	MBA	Year / Sem:	1 / II	Faculty Name	Mr.Velu J.V
Subject Code & Name	BA5202-BUSINESS RESEARCH METHODS				

S.No.	QUESTIONS	Excellent	Very Good	good	Satisfactory	hat Satisfac	Not Satisfactory	Total Weightage	Percentage
		5	4	3	2	1	0		
1.	Delivery of Lectures by Interactive Communication	13	8	4	1	–	–	3	60
2.	Use of Teaching Aids and ICT	10	7	6	3	–	–	2	50
3.	Level of Preparedness & Knowledge Level	12	7	6	1	–	–	2	66
4.	Involvement in mentoring and guiding	12	9	5	–	–	–	1	50
5.	Effective Time management	13	8	4	1	–	–	–	–

B.Velu

HoD/ MBA

IQAC Co-ordinator

Principal

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