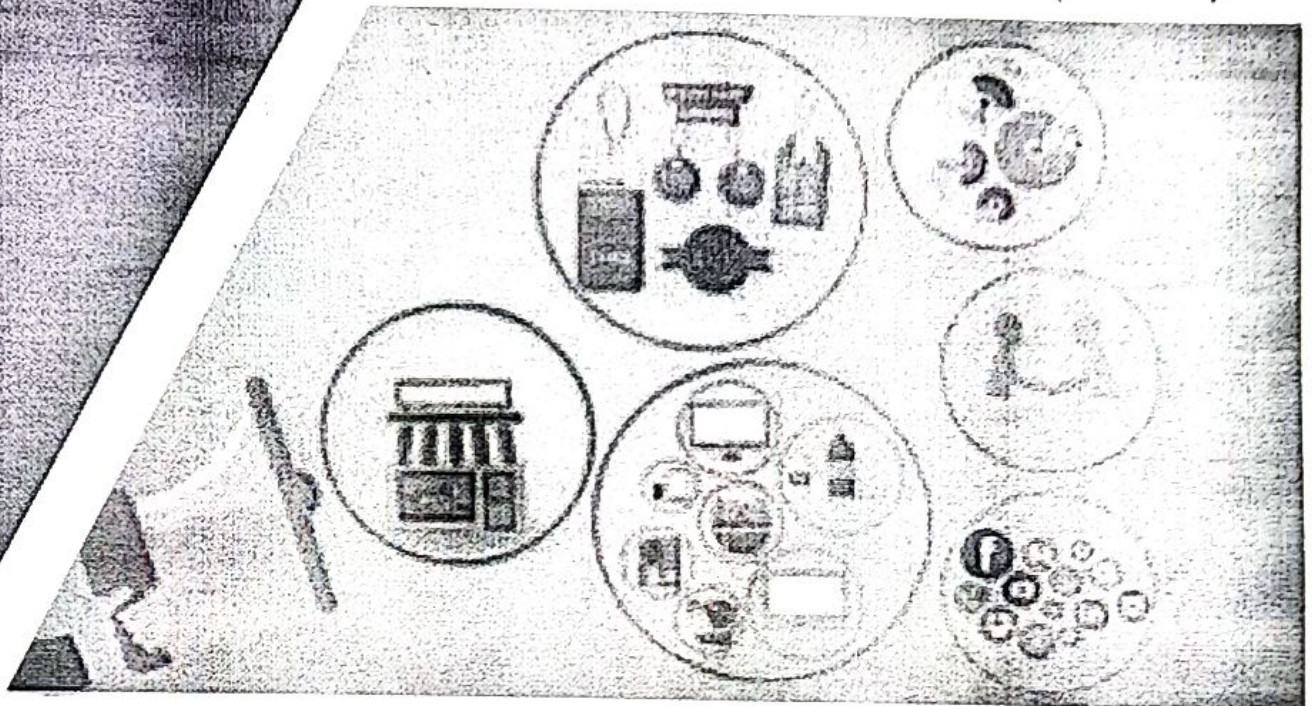


MBAD-CG-201

**MASTERS IN BUSINESS
ADMINISTRATION (MBA)**



Business Research Methodology



JAMIA HAMIDARD

SEMESTER II

BAD – CG - 201 Business Research Methodology

Unit-1: Introduction to Business Research and Research Design

- Definition of Business research
- Classification of marketing research
- Business research process
- Defining the Business research problem and developing an approach
- The process of defining the problem and developing an approach
- Management Decision Problem and Marketing Research Problem
- Definition of research design
- Classification of research design
- Exploratory, descriptive and causal research designs and relationships among them
- Potential sources of error, random sampling errors and non-sampling errors
- Business research proposal

Unit - 2: Qualitative Research and Experimentation

- Primary data: qualitative versus quantitative research
- Rationale for using qualitative research
- Classification of qualitative research procedures
- Focus group interviews
- Depth interviews
- Projective techniques: Association, Completion, Construction, and Expressive techniques

Unit - 3: Measurement and Scaling

- Primary scales of measurement; Nominal, Ordinal, Interval, Ratio Scales
- Comparative scaling techniques:
 - Paired Comparison Scale
 - Rank Order Scale
 - Constant Sum Scale
- Non-comparative scaling techniques:
 - Continuous Rating Scale
 - Itemized Rating Scales:
 - Likert scale
 - Semantic Differential Scale, Stapel Scale
 - Non-comparative Itemized Rating Scale Decisions
- Reliability and Validity

Unit - 4: Questionnaire Design and Sampling Design

- Definition of questionnaire
- Objectives of a questionnaire
- Questionnaire design process
- Observational forms
- Sample or Census
- The sampling design process
- Classification of sampling techniques
- Non-probability sampling techniques
- Probability sampling techniques
- Sample size determination

Unit - 5: Processing, Analysis, and Interpretation of Data; Report

- Processing of data:
 - Editing and Coding
 - Establishing Categories
- Analysis of Data:
 - Summary Statistics – Percentages, Measures of central tendency,
 - Tests of Hypotheses