

 <p>Since 1951</p>	<p align="center">B. J. VANIJYA MAHAVIDYALAYA (Autonomous) (Grant-in-Aid) (Affiliated to Sardar Patel University) Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC Syllabus with effective from December - 2025</p>
-----------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Master of Commerce (M.Com.)
Semester - IV

Course Code PB04CCOM51	Title of the Paper Research Methodology - II	Total Credit 04
Course Objectives	<ol style="list-style-type: none"> 1. To learn key methods of collecting and using data. 2. To apply non-parametric tests and AI tools for effective research analysis and reporting. 3. To apply parametric tests and AI tools for accurate data analysis and interpretation. 4. To learn how to prepare and publish effective research reports. 	

Course Description		
Unit	Description	Weightage
1.	Data Collection <ul style="list-style-type: none"> • (A) Primary Data : Personal interview, Telephone interview, Mail & Self-administered questionnaire, Schedule v/s Questionnaire • (B) Secondary Data: Sources of secondary data, Advantages of secondary data, Classification & Limitations 	25%
2.	Non-Parametric Test <ul style="list-style-type: none"> • Chi-Square goodness of fit Test, Chi-Square contingency table • McNemar test • Kolmogorov-SMIRNOV test • Mann Whitney U test • Median test • Sign rank Wilcoxon's test • Kruskal Wallis test • Spearman's Rank Correlation • Use of AI and Software 	25%
3.	Parametric Test <ul style="list-style-type: none"> • t – test • F – test • ANOVA - Randomized Block Design, Latin Square Design, Factorial Design, Analysis of Covariance • Correlation • Concept of Regression • Use of AI and Software 	25%

4.	Research Report <ul style="list-style-type: none"> • Types of research report • Steps of research report • Significance of research report • Synopsis of research report • Precautions for research report • Limitations of research report • Plagiarism • Research paper publication process 	25%
-----------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------

Teaching- Learning Methodology	Lecture, Group Discussion, Doubt Solving, Power Point Presentation, Case Study, Real Life Company Examples, & Seminar
---------------------------------------	-----------------------------------------------------------------------------------------------------------------------

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/ Written Examination	20%
2.	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Students will have to score minimum of 40% to pass the course.

Course Outcomes: Having Completed this course, the students will be able to:	
1.	Demonstrate knowledge of primary and secondary data collection methods.
2.	Analyse data using non-parametric tests and AI/software tools effectively.
3.	Apply parametric tests and AI tools for statistical analysis.
4.	Prepare comprehensive research reports and understand the publication process.

Suggested References:	
Sr. No.	References
1.	Agarwal, B. L. (2015). <i>Research Methodology</i> . New Age International (P) Ltd., Publishers.
2.	David J. Luck, R. S. (n.d.). <i>Marketing Research Seventh Edition</i> . Prentice-Hall of India Pvt. Ltd.
3.	http://ugcmoocs.inflibnet.ac.in/ugcmoocs/moocs_courses.php
4.	On-Line Resources available that can be used as Reference Material
5.	Website: http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_pg.php/330