



**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

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

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

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



<b>4. Research Report</b> <ul style="list-style-type: none"> <li>• Types of research report</li> <li>• Steps of research report</li> <li>• Significance of research report</li> <li>• Synopsis of research report</li> <li>• Precautions for research report</li> <li>• Limitations of research report</li> <li>• Plagiarism</li> <li>• Research paper publication process</li> </ul>	<b>25%</b>
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<b>Teaching- Learning Methodology</b>	Lecture, Group Discussion, Doubt Solving, Power Point Presentation, Case Study, Real Life Company Examples, & Seminar
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal/ Written Examination	<b>20%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>10%</b>
<b>3.</b>	External Examination	<b>70%</b>

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

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

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

