

# RESEARCH METHODOLOGY MCOM 2ND KU

## UNIT 1

### Q1:- Introduction?

Research Methodology refers to the systematic process used to collect, analyze, and interpret information to increase understanding of a topic or issue. It provides a framework for conducting research in a logical and scientific way. Research means a careful investigation or inquiry through search for new facts in any branch of knowledge. Derived from "re" (again) and "search" (to find), it means to search again — a systematic effort to gain new knowledge.

### Objectives of Research

- 1.To discover new facts or verify old ones.
- 2.To understand relationships between variables.
- 3.To find solutions to problems.
- 4.To develop new theories or test existing ones.
- 5.To aid decision-making and policy formulation.

### Research Process

- 1.Identification of the Problem – Define what to study.
- 2.Review of Literature – Study previous research.
- 3.Formulation of Hypothesis – Develop assumptions or propositions.
- 4.Research Design – Plan the structure of the research.
- 5.Data Collection – Gather relevant information.
- 6.Data Analysis & Interpretation – Use statistical tools to analyze data.
- 7.Conclusion & Recommendations – Draw results and suggest improvements.
- 8.Report Writing – Present findings in a systematic way.

### Research Design

A research design is the blueprint for conducting research — it specifies methods for data collection, measurement, and analysis.

### Types:

- 1.Exploratory
- 2.Descriptive
- 3.Experimental

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**Guillaume Favre**



## **Research Methodology Mcom:**

**Micro and Macro Economics** Dr. Kahkasha Safi, Dr. Prashant Kumar, Miss Prasoon Gupta, 2024-04-16 This book MICRO and MACRO Economics theory has been written for the students of BBA B COM M COM and MBA This book covers the syllabus of almost all the universities and institutions running with the courses Although this book is for under graduation but it also covers up the syllabus of the post graduation classes and even for the beginners of the subject who have knowledge on the priority basis in this field would find this book easy to understand the graph and mathematical analysis has been used but in a manner that even without mathematics background students will find it out more easy to grasp the points The explanations and examples of the books are specifically written with the concepts of economics in the background and are not general cases on management This will further enhance the value of the book in future I have a great pleasure in presenting this book to the faculties and students of this subject Although there are many books available in the market on this subject but my experience of about ten years shows that the students somehow miss out on basic concept of topic and therefore tend to consider this subject as very tough and difficult Hence in writing this book special emphasis has been laid on simplicity of language and presentation without losing the academic rigor of the contents Even difficult topics have been presented in such a manner that the student understands it easily Unnecessary details have been avoided

*Anti-corruption Education and Peacebuilding* Jean de Dieu Basabose, 2019-03-06 This study explores corruption in Rwanda and highlights the necessity of developing anti corruption education as a way of combating corruption It argues that an effective campaign against corruption should consider promoting anti corruption education with the aim of enabling present and future generations to maintain and live out the Ubumuntu meaning trust respect ethical values Considering the link between anti corruption and peacebuilding efforts as explained in this study it is underlined that continuous efforts to raise such generations could undoubtedly move Rwandan society toward a sustainable peace Peacebuilders anti corruption agents and public policymakers are the primary beneficiaries of the study

**Research Methodology - SBPD Publications** Dr. B.N. Gupta, Nitin Gupta, 2022-05-11 1 Research Methodology 2 Research Process 3 Testing Of Hypothesis 4 Sampling Fundamentals 5 Sampling Designs 6 Measurement I 7 Measurement II 8 Data Collection I 9 Data Collection II 10 Secondary Data 11 Processing of Data 12 Test of Significance I 13 Test of Significance II 14 Analysis of Variance 15 Test of Significance III X2 test 16 Non Parametric Test 17 Report Preparation I 18 Report Preparation II

RESEARCH METHODOLOGY, SECOND EDITION PANNEERSELVAM, R., 2014-04-04 This comprehensive text designed for MBA MCom MA Economics MA Sociology and PhD Management Commerce Economics and Engineering courses continues to give complete account of concepts and statistical tools of research methodology in its Second Edition The textbook also serves as a reference for consultants to carry out projects consultancies in industries or service organizations

**DISTINGUISHING FEATURES OF THE BOOK** Written in an easy to read style Each technique is illustrated with sufficient number of numerical

examples Gives complete account of statistics and aspects of research methodology Chapter 8 gives complete account of testing of hypotheses Design and analysis of experiments advanced multivariate analysis multidimensional scaling and conjoint analysis algorithmic research models for industries and public systems simulation are unique to this text Graded chapter end questions NEW TO THIS EDITION Introduction of a chapter on SPSS Chapter 17 is new to this edition which gives readers an idea to obtain statistics for different techniques presented in this text The different screenshots for different modules of SPSS applied to suitable example problems on sample session for data creation reports descriptive statistics tables compare means general linear model correlation simple regression nonparametric tests classify data reduction and graphs help readers to understand the features of SPSS AUDIENCE MBA MCom MA Economics MA Sociology and PhD Management Commerce Economics and Engineering Modeling Economic Growth in Contemporary India Bruno S. Sergi, Aviral Kumar Tiwari, Samia Nasreen, 2024-07-22 This volume focuses on core topics of economic disruption caused by the Covid 19 pandemic changes in socio cultural relationships behavioural patterns and psychological attitudes governing human interaction and government policies to stabilize the Indian economy and contribute to sustainable growth

Perspectives in Finance and Digital Transformations in Business Satyajit Chakrabarti, Saikat Chakrabarti, Amit Kumar Bhandari, Dipak Saha, Rabin Mazumder, 2024-09-18 This book presents different perspectives in finance and the adoption of digital tools in business in India It discusses key issues in strategy organisation and management for businesses focussing on practical and actionable guidance and innovative tools which offer insights into the formulation and implementation of effective strategies and solutions The book also looks at the adoption of new digital tools and strategies in different areas of business and management and ways in which these tools can be employed in business analysis strategy risk assessment and management It presents an overview of the application of new technologies in the industrial banking corporate and agriculture sectors among others all aimed at increasing performance and profitability assessing financial risk and volatility and improving customer and employee experience Part of the Contemporary Management Practices series this book will be useful to practicing managers researchers and students who are interested in business and financial strategy social inclusion e business social entrepreneurship information management finance and banking **Learning for a Better Future** Suzanne Hattingh, 2021-12-31 Various international scholars and associates of the PASCAL Place Social Capital and Learning Regions International Observatory Africa hub under the auspices of the Centre for Local Economic Development CENLED based at the University of Johannesburg UJ have contributed chapters in this scholarly book The book aims to demonstrate how a combination of globalisation pandemics and the impact of innovation and technologies are driving towards a world in which traditional ideas are being challenged The book carries forward a dual context and relevance to South African social educational economic and cultural development and the broader international context and action directed at how lifelong learning for all can be fostered in communities as a foundation for a just human centred sustainable world The distinctive

contribution of this book to the production of a local body of knowledge lies in the symbiotic relationships between these objectives so that South Africa could serve as a test case in working towards approaches that have a wider international significance

**Research Methodology** M Girija,2010-12 This book is the outcome of a long felt desire to have a very simple book for the research students of Social Sciences Economics Sociology Political Science Public Administration etc

*The Calendar* University of South Africa,1994 Firm, Equity Asset, and Fixed Income Securities Valuation Vusani Moyo,2024-08-12 This textbook begins by introducing the concept of the time value of money and explaining how it is applied in valuation It then uses practical and easy to understand examples to illustrate the application of the time value of money concept in valuing cash flows annuities and perpetuities This is followed by an in depth discussion of the firm s financing sources and the determination of its cost of capital The remainder of the textbook discusses the valuation of fixed income securities equity assets and the firm featuring specific examples and case studies from South Africa Europe and the Americas Equity asset and firm valuation approaches discussed include variants of single and multiple stage growth dividend discount models free cash flows residual income and multiple valuation approaches The practical examples and case studies equip students with the tools they need to apply these valuation approaches Aimed at upper undergraduate and postgraduate accounting and finance students this textbook discusses in which context each valuation approach is most appropriate

Electronic supplementary materials are available online by chapter **Universities Handbook** ,2010 **Research Methodology and Statistical Analysis(for M. Com)** ,2008 *Research Methodology: Theory & Techniques* Shiji R,Dr. Rajiv Kumar Agarwal,Ms. Kshitija Landge,Dr. Veer P. Gangwar, This book has been designed and written with huge efforts to provide the readers with detailed information over the research methodology along with its theory and techniques The book was written in an easy language to make it useful for all our readers The basic premise for writing this book is that research methods can be taught and learnt The emphasis is on developing a research outlook and a frame of mind for carrying out research

*Research Methodology Made Easy* Dr. Parul Nagar, This book is an introduction to research methodology intended to be used by students of undergraduate and post graduate courses and those seeking clarity and an understanding of the key terminology used in research The handbook will provide the reader with the basic framework and summary of basic research principles and techniques This book has been written in simple language with examples to elucidate the underlying concepts terms language of research paradigms of research types of research research methods sampling data and measurement data collection methods and report writing The author has used a practical approach to the principles of research to make it easier for the reader to understand apply and select the paradigms of research research methods and research methodology applicable to their research This book endeavours to make research easy to understand and apply to all readers Evaluating Public Communication Jim Macnamara,2017-09-05 Evaluating Public Communication addresses the widely reported lack of rigorous outcome and impact oriented evaluation in advertising public relations corporate

government political and organizational communication and specialist fields such as health communication This transdisciplinary analysis integrates research literature from each of these fields of practice as well as interviews content analysis and ethnography to identify the latest models and approaches Chapters feature a review of 30 frameworks and models that inform processes for evaluation in communication including the latest recommendations of industry bodies evaluation councils and research institutes in several countries recommendations for standards based on contemporary social science research and industry initiatives such as the IPR Task Force on Standards and the Coalition for Public Relations Research Standards an assessment of metrics that can inform evaluation including digital and social media metrics 10 informal research methods and over 30 formal research methods for evaluating public communication evaluation of public communication campaigns and projects in 12 contemporary case studies Evaluating Public Communication provides clear guidance on theory and practice for students researchers and professionals in PR advertising and all fields of communication

*Directory of Human Sciences Research Organizations and Professional Associations in South Africa* ,1995 South African Human Sciences Research Networking Directory ,1996 **Research Methodology** Umesh Kumar B Dubey,D P Kothari,2022-05-23 *Research Methodology Techniques and Trends* focuses on both undergraduate and post graduate courses and it helps readers understand the basic concepts and the application of results directly to real life business industry and research organizations Features Review questions are included at the end of each chapter to test conceptual understanding of the subject and put theory into practice which help in the understanding of key concepts and ideas In depth coverage of concepts and techniques Tables and figures are presented to illustrate the concepts and techniques Provides students with essential guidance on how to carry out their own research projects Covers a wide range of research methods approaches to research and ways of carrying out analysis of data This is a textbook on research methodology for doctoral and post doctoral programs post graduate courses such as MSc MBA MCA MS etc to name a few Though the book is primarily addressed to students it is equally useful to researchers and entrepreneurs as well **Quantitative Techniques in Management** N. D. Vohra,1990 **Encyclopaedia of Indian Education** J. S. Rajput,2004

## Reviewing **Research Methodology Mcom**: Unlocking the Spellbinding Force of Linguistics

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### **Table of Contents Research Methodology Mcom**

1. Understanding the eBook Research Methodology Mcom
  - The Rise of Digital Reading Research Methodology Mcom
  - Advantages of eBooks Over Traditional Books
2. Identifying Research Methodology Mcom
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Research Methodology Mcom
  - User-Friendly Interface
4. Exploring eBook Recommendations from Research Methodology Mcom
  - Personalized Recommendations
  - Research Methodology Mcom User Reviews and Ratings
  - Research Methodology Mcom and Bestseller Lists

5. Accessing Research Methodology Mcom Free and Paid eBooks
  - Research Methodology Mcom Public Domain eBooks
  - Research Methodology Mcom eBook Subscription Services
  - Research Methodology Mcom Budget-Friendly Options
6. Navigating Research Methodology Mcom eBook Formats
  - ePub, PDF, MOBI, and More
  - Research Methodology Mcom Compatibility with Devices
  - Research Methodology Mcom Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Research Methodology Mcom
  - Highlighting and Note-Taking Research Methodology Mcom
  - Interactive Elements Research Methodology Mcom
8. Staying Engaged with Research Methodology Mcom
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Research Methodology Mcom
9. Balancing eBooks and Physical Books Research Methodology Mcom
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Research Methodology Mcom
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Research Methodology Mcom
  - Setting Reading Goals Research Methodology Mcom
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Research Methodology Mcom
  - Fact-Checking eBook Content of Research Methodology Mcom
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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