



PURNEA UNIVERSITY, PURNIA

Paper-I

Research Methodology + Commerce & Management

Full Marks: 100

Duration of Examination: 2 Hours

Questions shall consist of 3 parts:

Part-A : Short Questions (06 in number of which 04 to be answered, each carrying 10 marks) = 40

Part-B : Long Answer Question (04 to be asked of which 02 to be answered, each carrying 30 marks) = 60

1. Introduction to Research: What is Research; Why is Research Conducted; Stages in Research; Changing Nature and Expanding Scope of Research; Why Research Methodology.
2. Introduction to Major Research Methods: Natural Observation; Historical Research; Ethnographic Research; Cross-Sectional Study; Longitudinal Study; Cohort Study; Case Study; Correlational Research; Action Research; Quantitative and Qualitative Research; theoretical research, applied research and empirical research; Experimental Research: Cause and Effect Relationships, Hypothesis in Experiments, Principles of Experimentation, Classification of Experiments, Experimental Design, Requirements of a Good Experiment; Reasoning in Research : Introduction to Logical Terms; Evidences; Inductive and Deductive Reasoning; Fallacious Reasoning; Formal and Informal Fallacies; Common Fallacies.
3. Research Design: Study designs in quantitative research; Study designs in qualitative research; Other commonly used philosophy-guided designs; Choice of Variables; Constructing hypotheses, Mechanisms and Design for Data Collection; Collection of Primary Data: Observation, Interview, questionnaire and schedule Sample Surveys and Designed Experiments, Estimation without Sampling, Methods of data collection in qualitative research; Collection of Secondary Data; Data Integration; Using Publications and the Library; Using Academic Databases: Search Engines, Citation Indexes and Citation Analysis, Government of India Initiatives for

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MSW

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Knowledge Management- INFLIBNET: e-ShodhSindhu, Shodhganga, ShodhGangotri, and N-List Projects.

- 4. Data analysis: Statistical analysis; Thematic analysis; Analysing narrative; Discourse analysis; Content analysis; Grounded Theory; Using computers in data analysis.
- 5. Ethics and Related Issues in Research: Concepts in Ethics in Research; Intellectual Property Rights; Scientific Values: Needed a Code of Conduct; Fraud and Misconduct in Science; Plagiarism: What is Plagiarism, Acknowledge Sources Appropriately, Paraphrasing, Direct and Indirect Quotations, Plagiarism Checking: ShodhShuddhi, UGC (Promotion of Academic Integrity and Prevention of Plagiarism in Higher Educational Institutions) Regulations, 2018, LNMU Plagiarism Policy and Regulations-2018.
- 6. Writing a Research Proposal: Introduction; The research problem; Objectives of the study; Hypotheses to be tested; Study design; Measurement procedures; Analysis of data; Structure of the report; Problems and limitations.
- 7. The Structure of a Thesis: Thesis Vs Dissertation; Parts of a Thesis; Preliminary Pages of a Thesis: Title Pages, Certificate Pages, Acknowledgements, Table of Contents, List of Tables, List of Figures, Dedication; The Subject Proper: Introduction, Review of Literature, Materials and Methods, Results, Analysis/Discussion, Summary/Conclusion, References, Appendixes; The Abstract; Formatting Requirements of a Thesis: Margins, Page Numbering, Design and Formatting of Chapters, Numbering the Sections, Lay-Out of Tables, Language and Style, Typeface and Fonts, Paper and Text Spacing; Thesis Editing.

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Paper II: Research Methods

Subject: Commerce and Management

1. Introduction:

Importance of research in contemporary business environment, Business Environment and its constituents, Business Researchers and their traits

2. Research Problems in Business:

Problem formulation and its conceptual framework, areas of business research, Emerging dimensions of business research

3. Business Research Process:

Business research process, steps involved in business research process, conceptual and empirical review of literature in business, research methods used in business

4. Data Analysis and Interpretation:

Concept of Data, its collection and presentation for business research, Traditional and Modern Tools applied in business for Data Analysis. Hypotheses Testing- concept. t-test, F-test, chi square test, ANOVA, etc.

5. Research Communication:

Need to communicate research outcomes, kinds of Research Reports, Thesis Layout, Bibliography and References, Presentation of Thesis.

Review
06/12/2023

Mxy
06/12/23

Dsw