



Contents

	Page
<i>About the Author</i>	v
<i>Preface</i>	vii
UNIT 1	
INTRODUCTION	
Chapter 1: Foundations of Research	3
1.1 What is Research?	3
1.2 Scope of Research	4
1.3 Application of Research in Business	5
1.4 Terminologies of Research	6
1.4.1 Concept	6
1.4.2 Construct	8
1.4.3 Variable	9
1.4.4 Proposition	14
1.4.5 Hypothesis	15
1.4.6 Theory	20
1.4.7 Model	23
1.5 Characteristics of Good Research	25
<i>Summary</i>	26
<i>Multiple Choice Questions</i>	28
<i>Short Answer Questions</i>	30
<i>Long Answer Questions</i>	30
<i>Case Study</i>	31

	Page
Chapter 2: Types of Research	33
2.1 Quantitative & Qualitative Research	34
2.1.1 Quantitative Research	34
2.1.2 Qualitative Research	34
2.1.3 Difference between Quantitative and Qualitative Research	35
2.2 Longitudinal & Cross-Sectional Research	36
2.2.1 Longitudinal Research	36
2.2.2 Cross-Sectional Research	37
2.3 Conceptual & Empirical Research	38
2.3.1 Conceptual Research	38
2.3.2 Empirical Research	38
2.4 Fundamental & Applied Research	39
2.4.1 Fundamental Research	39
2.4.2 Applied Research	40
2.4.3 Difference between Fundamental and Applied Research	40
<i>Summary</i>	40
<i>Multiple Choice Questions</i>	41
<i>Short Answer Questions</i>	43
<i>Long Answer Questions</i>	43
<i>Case Study</i>	44
Chapter 3: Philosophical and Methodological Approaches to Research	47
3.1 Philosophies of Research	48
3.1.1 Positivism	48
3.1.2 Interpretivism	49
3.1.3 Pragmatism	50
3.2 Methodological Approaches to Research	51
3.2.1 Deductive Approach	52
3.2.1.1 Concept of Deductive Approach	52
3.2.1.2 Conceptual Framework of Deduction	52
3.2.1.3 Features of the Deductive Approach	53
3.2.1.4 Process of Deductive Approach	54
3.2.2 Inductive Approach	55
3.2.2.1 Concept of Inductive Approach	55
3.2.2.2 Features of the Inductive Approach	56
3.2.2.3 Process of Inductive Approach	56

	Page
<i>Summary</i>	58
<i>Multiple Choice Questions</i>	59
<i>Short Answer Questions</i>	61
<i>Long Answer Questions</i>	61
<i>Case Study</i>	62
Chapter 4: Research Process, Literature Review, and Research Question Formulation	65
4.1 Research Process	66
4.2 Literature Review	68
4.2.1 Meaning of a Literature Review	68
4.2.2 Importance of a Literature Review	68
4.2.3 How Does a Literature Review Help Formulate a Research Question?	69
4.2.4 Steps to Conduct a Literature Review	70
4.3 Formulation of Research Questions	73
4.3.1 Importance of Formulating Research Questions	73
4.3.2 Characteristics of a Good Research Questions	74
4.3.3 Steps in Formulating Research Questions	74
4.3.4 Common Mistakes in Formulating Research Questions	76
<i>Summary</i>	76
<i>Multiple Choice Questions</i>	77
<i>Short Answer Questions</i>	78
<i>Long Answer Questions</i>	79
<i>Case Study</i>	79

UNIT 2

RESEARCH DESIGN

Chapter 5: Research Design	83
5.1 Meaning of Research Design	83
5.2 Characteristics of Research Design	84
5.3 Types of Research Design	85
5.3.1 Exploratory Research	85
5.3.2 Descriptive Research	90
5.3.3 Experimental Research	92
<i>Summary</i>	94
<i>Multiple Choice Questions</i>	95

	Page
<i>Short Answer Questions</i>	97
<i>Long Answer Questions</i>	97
<i>Case Study</i>	98

UNIT 3

DATA COLLECTION

Chapter 6: Measurements and Scaling	101
6.1 Measurement: Meaning and Need	102
6.2 Measurement Process	102
6.3 Meaning of Scaling	104
6.3.1 Functions of Scaling	105
6.3.2 Dimensions of Scales	105
6.4 Levels of Measurement	105
6.4.1 Nominal-Level Measurement	106
6.4.2 Ordinal-Level Measurement	106
6.4.3 Interval-Level Measurement	107
6.4.4 Ratio-Level Measurement	107
6.5 Properties of Four Scales	108
<i>Summary</i>	109
<i>Multiple Choice Questions</i>	110
<i>Short Answer Questions</i>	111
<i>Long Answer Questions</i>	112
<i>Case Study</i>	112
Chapter 7: Scaling Methods	115
7.1 Scales	115
7.2 Scale Methods	116
7.2.1 Comparative or Ranking Methods	116
7.2.2 Non-Comparative (Rating Scale)	119
7.3 Some Extra Scale Methods	121
7.4 Goodness of Measures (Criteria in Measurement)	122
7.4.1 Reliability	122
7.4.1.1 Importance of Reliability	123
7.4.1.2 Types of Reliability	123

	Page
7.4.2 Validity	125
7.4.2.1 Importance of Validity	125
7.4.2.2 Types of Validity	125
7.4.2.3 Difference between Reliability and Validity	128
7.5 Precautions in Scale or Measure Development	129
7.6 Scaling Development Methods in Social Sciences	130
<i>Summary</i>	132
<i>Multiple Choice Questions</i>	133
<i>Short Answer Questions</i>	135
<i>Long Answer Questions</i>	135
<i>Case Study</i>	136
Chapter 8: Data Collection Methods and Questionnaire Design	139
8.1 Data	139
8.1.1 Primary Data	140
8.1.2 Secondary Data	140
8.1.3 Difference between Primary and Secondary Data	140
8.2 Sources of Data Collection	141
8.2.1 Primary Data Sources	141
8.2.2 Secondary Data Sources	142
8.3 Discrete Variable and Continuous Variable	143
8.4 Questionnaire Design	143
8.4.1 Objectives of a Good Questionnaire	144
8.4.2 Characteristics of a Good Questionnaire	144
8.4.3 How to Design a Good Questionnaire?	144
8.5 Different Types of Questions	147
8.6 How to Design a Questionnaire Using Online Tools?	149
8.6.1 Create a Google Form for a Questionnaire	150
8.6.2 Tips and Tricks when Creating and Sending a Google Forms Survey	169
<i>Summary</i>	170
<i>Multiple Choice Questions</i>	171
<i>Short Answer Questions</i>	173
<i>Long Answer Questions</i>	173
<i>Practical Exercises</i>	174
<i>Case Study</i>	175

	Page
Chapter 9: Sample and Census Survey	179
9.1 Survey	179
9.1.1 Sample Survey	180
9.1.2 Census Survey	180
9.2 Various Surveys in the Context of Commerce and Management	181
9.3 Survey v/s Census Operations	182
9.3.1 Survey Operations	182
9.3.2 Census Operations	183
9.4 Designing Sample Survey	185
9.4.1 Characteristics of a Good Survey	186
9.4.2 Different Types of Survey Methods	186
<i>Summary</i>	187
<i>Multiple Choice Questions</i>	188
<i>Short Answer Questions</i>	190
<i>Long Answer Questions</i>	190
<i>Case Study</i>	191
Chapter 10: Sampling Techniques	193
10.1 Sampling	193
10.2 Population	194
10.3 Few Terminologies	195
10.4 Sampling Process	195
10.5 Sampling Techniques	196
10.5.1 Probability Sampling	197
10.5.2 Probability Sampling Techniques	197
10.5.3 Non-Probability Sampling	201
10.5.4 Non-probability Sampling Techniques	202
10.6 Sample Size Determination	204
<i>Summary</i>	206
<i>Multiple Choice Questions</i>	206
<i>Short Answer Questions</i>	208
<i>Long Answer Questions</i>	209
<i>Case Study</i>	209

UNIT 4

DATA ANALYSIS USING SPREADSHEET

Chapter 11: Data Preparation, Cleaning and Presentation of Data	213
11.1 Data Preparation	213
11.2 Data Cleaning	216
11.3 Importance of Data Preparation and Data Cleaning	219
11.4 Software Tools for Data Preparation and Cleaning	220
11.5 Best Practices and Ethical Considerations	220
11.6 Classification of Data	220
11.6.1 Types of Classification of Data	221
11.7 Presentation of Data	222
11.7.1 Tabular Forms	223
11.7.2 Line Graphs	224
11.7.3 Pie Charts	225
11.7.4 Bar Charts	226
11.7.5 Histograms	229
11.7.6 Box Plots	231
<i>Summary</i>	234
<i>Multiple Choice Questions</i>	234
<i>Short Answer Questions</i>	236
<i>Long Answer Questions</i>	236
<i>Case Study</i>	237
Chapter 12: Descriptive Analysis	239
12.1 Measures of Central Tendency	240
12.1.1 Mean	240
12.1.2 Median	240
12.1.3 Mode	240
12.2 Measures of Variability	240
12.2.1 Range	241
12.2.2 Inter-Quartile Range	241
12.2.3 Variance	241
12.2.4 Standard Deviation	241
12.2.5 Coefficient of Variation	241

	Page
12.3 The Measure of Divergence from Normality	242
12.3.1 Skewness	242
12.3.2 Kurtosis	243
12.4 Measures of Probability	244
Practical	244
<i>SPSS Procedure for Frequency</i>	244
<i>SPSS Procedure for Descriptive Statistics</i>	248
<i>SPSS Procedure for Explore Function</i>	251
<i>SPSS Procedure for Graphical Presentation of Data</i>	255
<i>Spreadsheet Procedure for Frequency</i>	257
<i>Spreadsheet Procedure for Descriptive Statistics</i>	260
<i>Spreadsheet Procedure for Graphical Presentation of Data</i>	262
<i>Summary</i>	264
<i>Multiple Choice Questions</i>	264
<i>Short Answer Questions</i>	266
<i>Practical Exercises</i>	266
<i>Case Study</i>	267
Chapter 13: Hypothesis Testing	269
13.1 Proposition and Hypothesis	269
13.2 Hypothesis Testing	270
13.2.1 Significance of Hypothesis Testing	271
13.2.2 Important Terminologies Used in Hypothesis Testing	271
13.2.2.1 Parameters and Statistics	271
13.2.2.2 Standard Error	271
13.2.2.3 Test of Significance	272
13.2.2.4 Null and Alternative Hypothesis	272
13.2.2.5 Errors in Sampling	273
13.2.2.6 Critical Region and Level of Significance	274
13.2.3 Key Steps in Hypothesis Testing	274
13.3 Parametric Tests	274
13.3.1 Z-Test	275
13.3.1.1 One-Sample Z-Test	275
Practical	278
<i>SPSS Procedure for One-Sample Z-Test</i>	278
<i>Spreadsheet Procedure for One-Sample Z-Test</i>	279

	Page
13.3.1.2 Two-Sample Z-Test for Means	280
Practical	282
<i>SPSS Procedure for Two-Sample Z-Test</i>	282
<i>Spreadsheet Procedure for Two-Sample Z-Test</i>	282
13.3.2 t-Test	285
13.3.2.1 One-Sample t-Test	286
Practical	288
<i>SPSS Procedure for One-Sample t-Test</i>	288
<i>Spreadsheet Procedure for One Sample t-Test</i>	290
13.3.2.2 Paired-Samples t-Test	293
Practical	295
<i>SPSS Procedure for Paired-Samples t-Test</i>	295
<i>Spreadsheet Procedure for Paired-Samples t-Test</i>	297
13.3.2.3 Independent Samples t-Test	300
Practical	302
<i>SPSS Procedure for Independent Samples t-Test</i>	302
<i>Spreadsheet Procedure for Independent Samples t-Test</i>	305
13.4 Non-Parametric Tests	308
13.4.1 Chi-Square (χ^2) Test	308
13.4.1.1 Chi-Square Goodness of Fit Test	309
Practical	310
<i>SPSS Procedure for Chi-Square Goodness of Fit Test</i>	310
<i>Spreadsheet Procedure for Chi-Square Goodness of Fit Test</i>	312
13.4.1.2 Chi-Square Goodness of Fit Test	315
Practical	316
<i>SPSS Procedure for Chi-Square Goodness of Fit Test</i>	316
<i>Spreadsheet Procedure for Chi-Square Goodness of Fit Test</i>	319
13.4.2 Kolmogorov-Smirnov Test	320
13.4.3 Mann-Whitney U Test	321
13.4.4 Kruskal-Wallis Test	321
13.4.5 Median Test	321

	Page
13.4.6 Sign Test	322
13.4.7 McNemar Test	322
<i>Summary</i>	322
<i>Multiple Choice Questions</i>	324
<i>Short Answer Questions</i>	325
<i>Long Answer Questions</i>	326
<i>Numerical Questions</i>	327
<i>Practical Exercises</i>	329

UNIT 5

REPORT WRITING AND ETHICS

Chapter 14: Report Writing	333
14.1 Effective Report Writing	333
14.2 Steps in Report Writing	334
14.3 Types of Report Writing	338
14.3.1 Contractual Reports	338
14.3.2 Project Reports	339
14.3.3 Research Report	339
14.3.4 Evaluation Reports	341
14.3.5 Annual Reports	341
14.4 Referencing	342
14.5 Bibliography	345
14.6 Format and Presentation of Report	346
<i>Summary</i>	350
<i>Multiple Choice Questions</i>	351
<i>Short Answer Questions</i>	353
<i>Long Answer Questions</i>	353
<i>Practical Exercises</i>	354
Chapter 15: Ethical Issues in Business Research	357
15.1 Ethics	357
15.2 Emerging Ethical Issues in Research	358
15.3 Ethical Principles in Research	360
15.4 Ethical Issues in Different Stages of the Research Process	361
15.4.1 Ethical Issues in the Research Problem	361
15.4.2 Ethical Issues in the Research Purpose or Questions	361

	Page
15.4.3 Ethical Issues in Data Collection	361
15.4.4 Ethical Issues in Data Analysis and Interpretation	362
15.4.5 Ethical Issues in Writing and Disseminating the Research Report	362
15.5 Rights and Responsibilities of Concerned Parties	363
15.5.1 Rights and Responsibilities of Researchers or Doers	363
15.5.2 Rights and Responsibilities of Sponsors or Users	364
15.5.3 Rights and Responsibilities of Respondents	364
<i>Summary</i>	364
<i>Multiple Choice Questions</i>	365
<i>Short Answer Questions</i>	366
<i>Long Answer Questions</i>	367
<i>Case Study</i>	368
Appendix	369
Spreadsheet Datasets	369
Z Table	376
t Table	377
Chi-Square Test	379
Question Paper (May/June 2025) B. Com. (Hons.) - Sem. VI (DSE)	381
Question Paper (May/June 2025) B. Com. - Sem. VI (DSE)	383