



B.Com Honours

Semester VI

Calicut University

METHODOLOGY FOR BUSINESS RESEARCH

Course Code: COM6CJ306 • Module 4 Notes

Module IV: Data Processing, Data Analysis, & Report Writing

Covers data editing, coding, tabulation, descriptive vs inferential statistical analysis techniques, research report preparation, and APA 7th edition referencing styles.

Unit 13: Data Processing (Editing, Coding, & Tabulation)

Data Preparation Workflow: 1. Field & Office Editing (completeness check) → 2. Coding (assigning numerical values to responses) → 3. Classification → 4. Tabulation (frequency tables, cross-tabulation).

Unit 14: Data Analysis (Descriptive vs Inferential)

- 1. Descriptive Analysis:** Summarizing sample metrics (Mean, Median, Standard Deviation, Percentages).
- 2. Inferential Analysis:** Testing hypotheses & generalizing sample findings to population (Parametric: Student t-test, ANOVA, Linear Regression; Non-Parametric: Chi-Square test).

Unit 15: Research Report Types & Structural Layout

Report Structure: Title Page → Executive Summary → Introduction & Objectives → Methodology → Data Analysis & Findings → Conclusions & Recommendations → References.

Unit 16: Referencing & Bibliography (APA 7th Edition)

APA 7th Edition Rules: Author, A. A. (Year). *Title of book*. Publisher. Journal Article format: Author, A. A. (Year). Title of article. *Journal Name*, *Volume*(Issue), pages. <https://doi.org/...>

Practical Case Framework 1 (Descriptive vs Inferential Data Analysis Techniques Matrix): Compare analytical scope, statistical test type, data assumptions, and business application.

Data Analysis Statistical Techniques Table:		
Statistical Technique	Data Assumption & Scale	Primary Business Application
Descriptive Statistics (Mean/SD)	Interval / Ratio data	Summarizing customer satisfaction scores
Independent Samples t-test	Normal distribution, 2 groups	Comparing sales performance (Male vs Female)
Chi-Square Test of Independence	Categorical Nominal data	Testing association between Brand Choice & Region

Practical Case Framework 2 (APA 7th Edition Reference Citation Styles Reference Matrix): Detail reference source type, in-text citation format, and complete bibliography entry format.

APA 7th Referencing Citation Styles Table:

Reference Source Type	In-Text Parenthetical Citation	Complete Bibliography Reference Entry Format
Journal Article (Single Author)	(Bajpai, 2017)	Bajpai, N. (2017). Business research. *Journal Name*, *12* (2), 45-60.
Authored Book (Two Authors)	(Cooper & Schindler, 2014)	Cooper, D. R., & Schindler, P. S. (2014). *Business research methods*. McGraw-Hill.

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