

DegreeLive

BUSINESS RESEARCH METHODS

BBA Semester 5 – Calicut University

DegreeLive

MODULE 1: INTRODUCTION TO RESEARCH

Research

1. Systematic investigation to discover new facts or solve problems.
2. Helps in decision making and knowledge creation.

Nature

1. Scientific.
2. Objective.
3. Systematic.
4. Logical.

Scope

1. Business.
2. Economics.
3. Marketing.
4. Finance.
5. HR.

Types of Research

1. Basic Research.
2. Applied Research.
3. Exploratory Research.
4. Descriptive Research.
5. Analytical Research.

Good Researcher and Research Process

Qualities of a Good Researcher

1. Objectivity.
2. Curiosity.
3. Patience.
4. Analytical ability.
5. Integrity.

Research Process

1. Identify problem.
2. Review literature.
3. Form objectives.
4. Form hypothesis.
5. Collect data.
6. Analyze data.
7. Interpret results.
8. Report writing.

Variables, Research Problem and Research Questions

Variable

1. Characteristic that can change or vary.

Types

1. Independent Variable.
2. Dependent Variable.
3. Control Variable.

Research Problem

1. Issue selected for investigation.

Formulating Research Problem

1. Clear.
2. Specific.
3. Researchable.
4. Relevant.

Research Questions

1. Questions that guide the study.
2. **Example:** Does social media influence purchase decisions?

Conceptual Framework

1. Visual or theoretical structure showing relationship between variables.
2. Acts as a roadmap for research.

Importance

1. Clarifies concepts.
2. Guides data collection.
3. Supports hypothesis development.

Literature Review

Meaning

1. Review of previous studies related to the topic.

Sources

1. Books.
2. Journals.
3. Research articles.
4. Theses.
5. Reports.
6. Websites.

Purpose

1. Identify research gaps.
2. Avoid duplication.
3. Understand existing knowledge.

Research Problem and Hypothesis

Operationalizing Research Problem

1. Converting broad problem into measurable variables.

Hypothesis

1. Tentative statement tested through research.
2. **Example:** Higher advertising increases sales.

Need

1. Provides direction.
2. Supports data analysis.
3. Helps testing relationships.

Types of Hypothesis

1. **Null Hypothesis (H_0):** No relationship exists.
2. **Alternative Hypothesis (H_1):** Relationship exists.

3. **Simple Hypothesis:** One independent and one dependent variable.
4. **Complex Hypothesis:** More than one variable involved.

MODULE 2: SAMPLING AND RESEARCH DESIGN

Research Design

1. Overall plan for conducting research.
1. **Exploratory Research:** Conducted when little information is available. Helps generate ideas.
2. **Descriptive Research:** Describes characteristics of a phenomenon.
3. **Conclusive Research:** Provides definite findings for decision making.
4. **Experimental Research:** Examines cause-and-effect relationships.

Qualities of Good Research Design

1. Flexible.
2. Reliable.
3. Economical.
4. Objective.
5. Accurate.
6. Practical.

Sampling

Meaning

1. Selecting a portion of population for study.

Sampling Procedure

1. Define population.
2. Select sampling frame.
3. Choose sampling method.
4. Determine sample size.
5. Collect data.

Sampling Techniques

Probability Sampling

1. Every element has known chance of selection.
2. **Types:**
 - a. Simple Random Sampling.
 - b. Systematic Sampling.
 - c. Stratified Sampling.
 - d. Cluster Sampling.

Non-Probability Sampling

1. Selection based on judgment or convenience.
2. **Types:**
 - a. Convenience Sampling.
 - b. Judgment Sampling.
 - c. Quota Sampling.
 - d. Snowball Sampling.

Sample Size, Sampling Errors, Reliability and Validity

Sample Size

1. Number of units selected for study.

Sampling Error

1. Difference between sample result and population result.

Reliability

1. Consistency of results.

Validity

1. Accuracy of measurement.

Good Research Requires

1. High reliability.
2. High validity.

MODULE 3: COLLECTION OF DATA AND DATA PROCESSING

Sources of Data Collection

Primary Data

1. Data collected first-hand.

Methods:

1. **Observation:** Watching and recording behaviour.
2. **Interview:** Direct questioning of respondents.
3. **Questionnaire:** Written list of questions answered by respondents.
4. **Schedule:** Questions filled by investigator.

Secondary Data

1. Already available data.

Sources:

1. Books.
2. Journals.
3. Government reports.
4. Websites.

Questionnaire Design

Questionnaire

1. Structured set of questions for data collection.

Features of Good Questionnaire

1. Simple language.
2. Relevant questions.
3. Logical sequence.
4. Clear instructions.

Measurement Scales

1. **Nominal Scale:** Classification only. (Example: Gender)
2. **Ordinal Scale:** Ranking. (Example: Satisfaction levels)
3. **Interval Scale:** Equal intervals but no true zero. (Example: Temperature)
4. **Ratio Scale:** Equal intervals and true zero. (Example: Income, age)

Scaling Techniques

Comparative Scaling

1. Respondents compare alternatives.
2. Examples: Paired Comparison, Rank Order.

Non-Comparative Scaling

1. Evaluate one object independently.
2. Examples: Likert Scale, Semantic Differential Scale.

Data Collection Tools, Pre-testing and Pilot Study

Data Collection Tools

1. Questionnaire.
2. Interview Schedule.
3. Observation Checklist.

Pre-testing

1. Testing questionnaire before final use.

Pilot Study

1. Small-scale trial study before main research.

Benefits

1. Detect errors.
2. Improve reliability.

Data Processing

1. **Editing:** Checking data for errors.
2. **Coding:** Assigning symbols or numbers.
3. **Classification:** Grouping similar data.
4. **Tabulation:** Presenting data in table form.

Purpose

1. Simplify analysis.

Testing of Hypothesis

Meaning

1. Statistical procedure to verify hypothesis.

Errors in Testing

1. **Type I Error:** Rejecting true null hypothesis.
2. **Type II Error:** Accepting false null hypothesis.

One-Tailed and Two-Tailed Tests

1. **One-Tailed Test:** Tests relationship in one direction only.
2. **Two-Tailed Test:** Tests relationship in both directions.

Level of Significance

1. Probability of rejecting true null hypothesis.
2. Usually 5% (0.05).

Parametric Tests

Meaning

1. Statistical tests based on population parameters.

Examples

1. Z Test.
2. t Test.
3. F Test.
4. ANOVA.

Features

1. Assumes normal distribution.

Non-Parametric Tests

Meaning

1. Tests not requiring strict assumptions about population.

Examples

1. Chi-Square Test.
2. Sign Test.
3. Mann-Whitney Test.

Advantages

1. Useful for non-normal data.

Interpretation of Test Results

1. Compare calculated value with critical value.
2. Accept or reject hypothesis.
3. Draw meaningful conclusions.

Importance

1. Supports decision making.
2. Provides research findings.

Use of Computer in Data Processing

Applications

1. Data entry.
2. Data storage.
3. Statistical analysis.
4. Report preparation.
5. Graphs and charts.

Common Software

1. MS Excel.
2. SPSS.

MODULE 4: REPORT WRITING AND PRESENTATION

Research Report

1. Formal document presenting research findings.

Types

1. **Technical Report:** Detailed report for experts.
2. **Popular Report:** Simplified report for general audience.

Documentation

1. Proper presentation of sources and references.

Qualities of Good Report

1. Clear.
2. Accurate.
3. Logical.
4. Concise.
5. Objective.
6. Well-structured.

Citation, Footnotes and Bibliography

1. **Citation:** Acknowledging source within text.
2. **Footnote:** Additional information at bottom of page.
3. **Reference:** Detailed source information.
4. **Bibliography:** Complete list of sources used.

APA and MLA Format

APA Style

1. Common in business and social sciences.
2. Uses author-date format.
3. **Example:** (Kotler, 2020)

MLA Style

1. Common in humanities.
2. Uses author-page format.
3. **Example:** (Kotler 25)

Research Ethics

Meaning

1. Moral principles guiding research activities.

Importance

1. Protects participants.
2. Ensures credibility.

3. Maintains integrity.

Ethical Issues

1. Informed consent.
2. Privacy.
3. Confidentiality.
4. Data protection.

Plagiarism

Meaning

1. Using another person's work without proper acknowledgement.

Types

1. Direct plagiarism.
2. Self-plagiarism.
3. Accidental plagiarism.

Consequences

1. Academic penalties.
2. Loss of credibility.
3. Legal issues.

Plagiarism Checkers, Salami Slicing and Research Misconduct

Plagiarism Checkers

1. Software used to detect copied content.
2. Examples: Turnitin, Grammarly Plagiarism Checker.

Research Misconduct

1. **Salami Slicing:** Dividing one research study into multiple publications unnecessarily.
2. **Falsification:** Manipulating research data or results.
3. **Fabrication:** Creating false data or findings.
4. **Duplicate Submission:** Submitting same work to multiple journals simultaneously.
5. **Data Manipulation:** Altering data to achieve desired results.

All the above are considered serious research misconduct.