

Semester II

FT-201C HUMAN RESOURCE MANAGEMENT

Level of Knowledge: Working Knowledge

Course Objective:

- To help the students develop an understanding of the management of human resources and develop abilities and skills required to manage them.

Scheme of Examination:

Total Marks: 100

Internal Marks: 40

External Marks: 60

The external examination will have two Sections A and B. Section A worth 40 marks will consist of five theory questions out of which a student has to attempt any four questions. Section B worth 20 marks will be Analytical (Case/Case let/Research Situation/Practical problem). The questions may or may not contain internal choice. The questions can have one or more sub-parts.

Course Contents:

Unit 1: The Field of HRM:

- Overview
- Concept and Functions
- Personnel to HRM
- ASTD HRM Model

Unit 2: Acquisition of Human Resources:

- Objectives
- Human Resource Planning
- Job Analysis, Job Description, Job Specification
- Job Design- Nature, Job Characteristics, Reengineering Jobs.
- Recruitment, Promotion, Transfer

Unit 3: The Human Resource Organization:

- Structure of Human Resource Management
- Selection
- Induction
- Placement
- Formulation and Essentials of Sound HR Policies

Unit 4: Development of Human Resources:

- Training and Development
- Evaluation of Training
- Performance Appraisal
- Introduction to Career and Succession Planning.

Unit 5: Maintenance of Human Resource:

- Job Evaluation

- Designing and Administering Wage and Salary Structure
- Grievance Handling Procedure.

Unit 6: (a) Separation Processes:

- Turnover, Retirement, Layoff
- Retrenchment and Discharge
- VRS- Mechanism, VRS in Public and Private Sector
- Rehabilitation of Surplus Employees.

(b) Emerging Trends in HRM and International HRM

Unit 7: Case Module:

(To be presented by the students and will be facilitated by faculty in the class)

- Authority of Personnel Manager at Regional Level. (P. Subbarao)
- Training Expenditure: Cost or Investment (P.Subbarao)
- Career Opportunities (P.Subbarao)
- Politics And Performance Appraisal (P.Subbarao)
- Parity-Is it Fair or Unfair? (P. Subbarao)
- How to select a new employee? (P. Subbarao)

Text Readings:

1. VSP Rao, Human Resource Management, 2nd Edition, Excel Publications, A, 45Naraina, Phase-I, New Delhi
2. P. Subba Rao, Human Resource Management and Industrial Relations, 3rd Edition, Himalaya Publications House, Mumbai.
3. David S. Decenzo and Stephen P. Robbins, Personnel/ Human Resource Management, New Delhi, Prentice Hall, 3rd edition.

Suggested Reading:

1. William B. Werther Jr. and Keith Davis, Human Resource & Personnel Management, Singapore, McGraw Hill, 4th Edi. 1993
2. Arun Monappa and Mirza S. Saiyadain, Personnel Management, New Delhi, Tata McGraw hill, 1995.

FT-202C SUPPLY CHAIN MANAGEMENT

Level of Knowledge: Working Knowledge

Course Objective:

- To familiarize the students with the Basic Concepts of Supply Chain Management
- To Make the students understand the Role of IT in Supply Chain Management

Scheme of Examination:

Total Marks 100

Internal Marks 40

External Marks 60

The external examination will have two Sections A and B. Section A worth 40 marks will consist of five theory questions out of which a student has to attempt any four questions. Section B worth 20 marks will be Analytical (Case/Case let/Research Situation/Practical problem). The questions may or may not contain internal choice. The questions can have one or more sub-parts.

Course Contents:

Unit 1: Introduction to Supply Chain Management:

- Definition
- Objectives
- Importance
- Decision Phases
- Examples of Supply Chain.
- Supply Chain Drivers such as Facilities
- Inventory, Transportation
- Logistics
- Information,
- Sourcing
- Pricing etc.

Unit 2: Purchasing and Supply Chain Management:

- Purchasing Organization
- Purchasing Principles, Procedure, and Systems
- Buyer-Seller Relations and its Importance
- Negotiation – Phases and Factors of Negotiation

Unit 3: Logistics and Supply Chain Management:

- Definition, Scope, Functions, Objectives and Importance for Business excellence, service attributes, Value added logistical services
- Packaging, Packaging Material & Cost.
- Logistics Outsourcing, benefits, 3 PL, 4 PL, Selection of service provider

Unit 4: Distribution Network Design in a Supply Chain:

- Role of distribution in supply chain, Factors influencing Distribution network design, Design options for a distribution network, E-Business & Distribution network.

- Role of Network Design in Supply Chain, Factors influencing network design decisions, framework.

Unit 5: Planning Supply and Demand in Supply Chain:

- Variability in supply chain
- Managing Supply
- Managing Demand
- Solution to Variability

Unit 6: Coordination in Supply Chain:

- Bull-Whip Effect
- Impact of Lack of Coordination on Supply Chain Performance
- Obstacles, Building Strategic Partnership & trust
- Collaborative Planning, Forecasting & Replenishment.

Unit 7: Case Module:

(To be presented by the students and will be facilitated by faculty in the class)

- Wall Mart's Supply Chain Management practice
- Mc Donald's Food Chain
- Managing Growth at SportStuff.com
- Strengthening the Supply Chain: A Case of Delta-Sigma Pvt. Ltd (Source: PIMR Monograph titled Cases in Management: Indian Experience eds Upinder Dhar, Santosh Dhar, and Sapana Parashar,
- Supply Chain Competency through Collaborative Relationship (Source: Prestige Journal of Management and Research.
- Hindustan Unilever Limited (HUL) Case

Books Recommended:

1. Chopra, S, and P. Meindl, 2004, Supply Chain Management? Strategy, Planning and Operation, 2nd edition, Pearson Education (ISBN 81-297-0172-3).
2. Sople, V. V. (2004). Logistics Management: Supply Chain Imperatives, New Delhi: Pearson Education.
3. Raghuram, G. and N. Rangaraj, 2000, *Logistics and Supply Chain Management: Cases and Concepts*, Macmillan, New Delhi.
4. Simchi-Levi, D., P. Kaminski and E. Simchi-Levi, 2003, *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies*, 2nd Edition, Irwin, McGraw-Hill.
5. Ballou, RH (2004), Business Logistics/Supply Chain Management: Planning, Organizing, and Controlling the Supply Chain (5th edition), New Delhi Mc. Graw Hill.

FT-203C FINANCIAL MANAGEMENT

Level of Knowledge: Working knowledge

Course Objectives:

- To Lay a Conceptual Framework for Financial Management
- To develop the ability in the students to apply theoretical concepts to Practical life problems

Scheme of Examination:

Total Marks: 100

Internal Marks: 40

External Marks: 60

The external examination will consist of six questions out of which first question will be of 20 marks and will be compulsory. From the remaining five questions, a student will have to attempt any four questions. The questions may or may not contain internal choice. The questions can have one or more sub-parts.

Course Contents:

Unit 1: Introduction to Financial Management:

- Meaning, Nature and Scope
- Objectives of Financial Management
- Functions of Finance Manager
- Significance of Financial Management
- Difference between Financial Management and Management Accounting
- Basic concepts of Break Even Point, Margin of Safety, Profit Volume ratio.
- Time Value of Money:
 - Concepts of Compounding and Discounting
 - Computation of Present and future value of a Single cash flow
 - Computation of Present and future value of an Ordinary annuity
 - Computation of Effective rate of Interest, Present value of a Deferred annuity

Unit 2: Capital Budgeting:

- Evaluation of Projects using DCF and Non DCF methods and simple problems based thereon on the Methods:
 - Payback Period method
 - Discounted Payback
 - Payback reciprocal
 - Internal Rate of Return
 - Net Present Value
 - Profitability Index
 - Accounting rate of return

Unit 3: Cost of Capital:

- Simple problem based on Computation of Cost of Individual sources of finance:

- Equity Shares
 - Dividend Yield Method
 - Dividend Growth Method
 - Capital Asset Pricing Model (CAPM)
- Debt:
 - Irredeemable Debt
 - Redeemable Debt
 - Preference Shares:
 - Irredeemable Preference Shares
 - Redeemable Preference Shares
- Computation of Weighted Average Cost of Capital (WACC) using:
 - Book Value Weights
 - Market Value Weights.

Unit 4: Leverage Analysis:

- Basic concepts of:
 - Break Even Point
 - Margin of Safety
 - Profit Volume Ratio
- Meaning and Significance of Leverages
- Simple problem based on Computation of:
 - Operating Leverage
 - Financial Leverage
 - Combined/Total/Composite Leverage

Unit 5: Ratio Analysis:

- Meaning of Terms like Liquid/Quick Assets, Net worth, Capital employed, Shareholder's funds/Equity/Proprietor's funds etc.
- Meaning, Computation and Significance of the Following Ratios:
 - Current ratio
 - Quick ratio
 - Gross Profit and Net Profit ratio
 - Return on Investment
 - Return on Equity
 - Return on Capital Employed
 - Earning per share
 - Price-Earning Ratio, Dividend Pay out ratio, Retention ratio
 - Inventory and Debtors Turnover ratio
 - Capital Employed and working capital Turnover ratio
 - Debt-Equity ratio, Debt-service coverage ratio

Unit 6: Cash Flow and Fund Flow:

- Simple problems based on Preparation of:
 - Cash flow statement
 - Fund flow Statement

Unit 7: Sources of Finance and Introduction to Working Capital:

- Introduction to Short Term and Long Term sources of Finance
- Classification of Sources of Finance

- Short Term Sources:
 - Trade Credit
 - Bank Finance
 - Commercial Paper
 - Accrued Expenses and Deferred Income

- Long Term Sources:
 - Equity Shares
 - Preference Shares
 - Debentures
 - Retained Earnings
 - Term Loans
 - Public Deposits
 - Corporate Bonds

- Analyzing Equity, Debt and Preference on the basis of Risk, Cost and Control
- Meaning and Conceptual framework of Working Capital
- Theoretical Questions based on Working Capital

Text Readings:

1. Shashi K Gupta and R.K. Sharma, Kalyani Publications
2. Prasanna Chandra, Tata McGraw-Hill Publishing Company Ltd.
3. M Y Khan and P K Jain Text and Problems and Cases Tata McGraw-Hill Publishing Company Ltd.

Suggested Readings:

1. R.P. Rustagi, Galgotia Publication Company
2. I M Pandey, Vikas Publication House Pvt. Ltd.

FT-204C e-BUSINESS FUNDAMENTALS

Level of Knowledge: Working Knowledge

Course Objective:

- To help the student to understand the basics of e-Business and e-Commerce
- To help the student to understand the securities and other issues related to e-Business.

Scheme of Examination:

Total Marks: 100

Internal Marks: 40

External Marks: 60

The external examination will consist of six questions out of which first question will be of 20 marks and will be compulsory. From the remaining five questions, a student will have to attempt any four questions. The questions may or may not contain internal choice. The questions can have one or more sub-parts.

Course Contents:

Unit 1: E-Business:

- E-Business Fundamentals
- E-Business framework, E-Business application
- Technology Infrastructure for E-Business
- Strategies for Electronic Business, Business Models for E-business
- Web portals and Vortals concepts.
- E-Governance

Unit 2: Mobile and Wireless computing fundamentals:

- Mobile and Wireless computing fundamentals
- Mobile computing, framework
- Mobile information access device

- Mobile computing application:
 - M-Banking
 - M-Marketing
 - M-Payment

Unit 3: Payment Systems:

- Introduction to E-payment system
- Payment Systems

- Type of E-payment:
 - Digital token-based e-payment
 - Smart card (Debit card and Credit Card)
 - Credit card payment systems

- Risk in e-payment, designing e-payment

- Process of payment through credit cards

Unit 4: Security Environment:

- Security Environment
- Client–server security
- Data and message security
- Document security, firewall
- Cyber Laws
- Cyber Crime and Frauds
- Types and Tools of Hacking
- E-mail security

Unit 5: EDI:

- EDI
- Application in business
 - Legal
 - Security
 - Standardization
- EDI software implementation
- VANs (value added net work) Internet based EDI.
- ERP: Only basic concepts
- SAP and Oracle Basic Concepts Only

Unit 6: Online Marketing Concepts:

- Online Marketing Concepts
- Consumer and Business markets-Online-Ordering Process
- Advertisement and Marketing on Internet
- Electronics Customer Support.
- Web-Catalogues,
- Business Case for Documents Library
- Types of Digital Documents
- Data Warehouses.

Text Readings:

1. Ravi Kalakotta & Whinston B., “**Frontiers of e-Commerce**”, Pearson Education, Reprint 2009 New Delhi
2. Laudon and Traver. **E-Commerce: Business Technology Society**, 4th Edition, 2009 Pearson Education, New Delhi
3. Schneider ,**e-Commerce Strategy Technology and Implementation**, 1st, edition, 2008, Cengage Learning, India

Suggested Practical / Lab Sessions:

1. Booking Railway Ticket on IRCTC Website on Internet
2. Making Online Payment via NEFT / RTGS / Debit Card / Credit Card

Suggested Readings:

1. Daniel Amor, **“The E-Business (R) Evolution”**, PHI Learning, New Delhi,
2. Hanson, **E-Commerce & Web Marketing**, Cengage Learning, India, 1st edition, 2009
3. Kamlesh K. Bajaj & Debjani Nag, **“E-Commerce”**, Tata McGraw Hills, New Delhi,
4. Joseph, **E-commerce, Indian Perspective**, PHI, 3RD Edition, 2009
5. Murthy C. S. V., **e-Commerce**, 2007, Himalaya Publishing House.
6. Parag Kulkarni & P.K.. Chande, **IT Strategy for Business**, 1st edition Oxford University , Press 2008

FT-205C MARKETING MANAGEMENT

Level of Knowledge: Working knowledge

Course Objectives:

- To develop a strong understanding of the concepts in Marketing Management which would allow the student to apply theory learnt to Case Studies or situations with Marketing as a central theme.

Examination Scheme:

Total Marks: 100

Internal Marks: 40

External Marks: 60

The external examination will have two Sections A and B. Section A worth 40 marks will consist of five theory questions out of which a student has to attempt any four questions. Section B worth 20 marks will be Analytical (Case/Case let/Research Situation/Practical problem). The questions may or may not contain internal choice. The questions can have one or more sub-parts.

Course Contents:

Unit 1: Introduction to Marketing Management:

- Core Marketing Management Concepts
- Management Orientation towards their business-the development of the Marketing Concept
- Marketing Mix – Concept
- The current Marketing Scenario in India/Marketing Management in the 21st Century

Unit 2: Marketing Environment:

- Macro-environmental variables:
 - Demographic forces
 - Economic
 - Natural
 - Technological
 - Political and legal
 - Cultural
- Micro-environmental variables:
 - Suppliers
 - Company
 - Marketing intermediaries
 - Customers
 - Competitors
 - Public

Unit 3: Market Segmentation, Targeting and Positioning:

- Need for segmenting
- Bases of Market segmentation

- Targeting
- Targeting strategies
- Positioning - Meaning
- Bases

Unit 4: Product life cycle:

- Meaning
- PLC stages.
- Different strategies

Unit 5: New Product Development:

- Concept
- Need for new product development
- Challenges faced in new product development
- New product development process
 - Idea generation
 - Idea screening
 - Concept development and testing
 - Marketing strategy
 - Business analysis
 - Product development
 - Market testing
 - Commercialization

Unit 6: Product:

- Definition of a product
- Product Mix concepts
- Product Mix decisions
- Branding

Unit 7: Price:

- Steps in setting the Price
- Pricing Methods

Unit 8: Place:

- Distribution network for Consumer goods, Industrial goods and services
- Distribution Strategy – types of intermediaries, level of channels
- Intensive, Exclusive and Selective distribution

Unit 9: Promotion:

- The Promotion Mix:
 - Advertising
 - Sales Promotion
 - Direct Marketing
 - Personal selling
 - Events and Experiences
 - Publicity and public relations

- Choosing the promotion tools
- Internet marketing

Unit 10: Case Module:

(To be presented by the students and will be facilitated by faculty in the class)

- Entertainment industry segmentation (S Shajahan)
- The Indian Beverage(Fruit and Soft Drinks) Market(S Shajahan)
- Bingo: More for less(S Shajahan)
- Telecom Advertising in India(S Shajahan)
- Promotion : The ITC and Pepsi Way(S Shajahan)

Books Referred:

- Marketing Management, Philip Kotler, 12th Ed.
- Marketing Management-3rd or 4th Ed., V S Ramaswamy, S Namakumari

FT-206C BUSINESS LAWS

Level of Knowledge: Working knowledge

Course Objective:

The objective of this course is to acquaint the student with various laws which are to be observed in performing the day-to day business. The emphasis here is on different latest provisions of the law and how these can be used in the best interest of the organization without violating them.

Scheme of Examination:

Total Marks: 100

Internal Marks: 40

External Marks: 60

The external examination will have two Sections A and B. Section A worth 40 marks will consist of five theory questions out of which a student has to attempt any four questions. Section B worth 20 marks will be Analytical (Case/Case let/Research Situation/Practical problem). The questions may or may not contain internal choice. The questions can have one or more sub-parts.

Course Content:

Unit 1: Business Organization & Contract Act, 1872

- Types of Business Organization: Proprietorship, Partnership and Company
- Various Registrations under different acts

- The Indian Contract Act, 1872:
 - Essentials of a Valid Contract, Section 18, 29
 - Void and Void able Contracts and Void Agreements, Section 19 to 30, 32, 36, 56

- Performance of Contracts
- Breach of a Contract and its Remedies
- Quasi-Contracts

Unit 2: Companies Act, 1956:

- The Companies Act, 1956:
 - Types of Companies, Formation of a Company
 - Memorandum and Articles of Association
 - Shareholders and Debenture Holders, Section 41
 - Promoters of Company
 - Duties of promoters

- Directors:
 - Types of Director
 - Legal position of director
 - Qualification & Disqualification of a director
 - Restriction on no. of directors

Unit 3: Indian Partnership Act, 1932:

- The Indian Partnership Act, 1932:
 - Definition and Nature of Partnership, Section 2 to 8
 - Formation of Partnership, Section 56 to 71
 - Rights, Duties and Liabilities of Partners, Section 17, 21, 25 to 27, 29,31 to 33,35 –37
 - Dissolution of Partnership Firm

Unit 4: Sales of Goods Act, 1930:

- The Sales of Goods Act 1930:
 - Contract of sale
 - Essential elements of contract of sale
 - Warranties & Condition
 - Difference between sale & Agreement to sale
 - Sale & Hire purchase
 - Types of Goods(Existing, Future ,Contingent)

Unit 5: Negotiable Instrument Act, 1881:

- The Negotiable Instrument Act, 1881:
 - Nature and Types
 - Negotiation and Assignment
 - Holder in due course
 - Dishonor and Discharge
 - Crossing of Cheques

Unit 6: Value Added Tax Laws:

- Background & Justification of VAT
- Benefits of VAT
- Need & Introduction of VAT
- Merits & Demerits of VAT
- Input Tax Credit
- Variants of VAT
- Different modes of Computation of VAT

Unit 7: Service Tax Laws:

- Introduction & Scope of Service Tax
- Taxable Events in Service Tax
- Procedure for Registration & Centralized Registration
- Service Receiver liable to pay service tax
- E-Payment of Service Tax
- Due date for payment of service tax
- Due date for filing of Return of service tax
- Concept of Small Service Provider

Text Readings:

1. Mercantile Law, K.C. Garg, V.K. Sareen, Mukesh Sharma, R.C. Chawla, Kalyani Publishers
2. Bare Acts from website lawmin.nic.in
3. Business Law(5th Edition), M C Kuchhal, Vikas Publishing House (P) Ltd. ISBN No. 978-81259-31379.

4. Business Law (3rd Edition), S S Gulshan, Excel Books, ISBN No. 81-7446-561-8
5. Business Law, Chandra Bose, PHI Learning (P) Ltd., ISBN No. 978-81-203-3530-1
6. Right to Information Act, 2005 – A primer, Tata McGraw Hill, ISBN No. 0070611262

Suggested Readings:

1. A Manual of Mercantile Law, R.C. Shukla, S. Chand & Co. Ltd.,
2. Mercantile Law, Avtar Singh, Eastern Book Company
3. Business Law of Management, Bulchandani, Himalaya Publishing House
4. General and Commercial Laws, Taxman
5. Mercantile and Commercial Law, Rohini Aggarwal, Taxmann
6. Right to Information Act, 2005 by Ministry of Human Resource Development

FT-207C OPERATIONS RESEARCH

Level of Knowledge: Working Knowledge

Course Objectives:

- To help student understand the concepts of Operations Research, various tools and models used for problems faced by managers.

Scheme of Examination:

Total Marks: 100

Internal Marks: 40

External Marks: 60

The external examination will consist of six questions out of which first question will be of 20 marks and will be compulsory. From the remaining five questions, a student will have to attempt any four questions. The questions may or may not contain internal choice. The questions can have one or more sub-parts.

Course Content:

Unit 1: Operations Research:

- Introduction, Meaning
- Scope and Applications
- Advantages and Limitations.

Unit 2: Linear Programming:

- Introduction
- Applications
- Advantages
- Limitations.
- Formulation of a LPP
- Standard and Canonical forms
- Solution of LPP:
 - Graphical method
 - Simplex Method
 - Big-M method.
 - Duality Dual of a LPP.

Unit 3: Transportation Model:

- Formulation
- Initial basic feasible solution:
 - N-W corner method
 - Least Cost method
 - Vogel's Approximation method.
 - Optimization using Modified Distribution method
 - Stepping Stone method.
- Duality in a Transportation Model

- Assignment Model:
 - Formulation
 - Solution by Hungarian method
 - Traveling salesman problem.

Unit 4: Game Theory:

- Introduction
- Minimax and Maximin Principles
- Pure and Mixed strategies
- Saddle point
- Solution using Algebraic and Graphical methods.
- Game Theory and linear Programming.

Unit 5: Queuing Models:

- Introduction
- Scope in Management decisions
- Kandall's notation $M/M/1$ (finite and infinite populations)
- Probability calculations
- Applications of $M/M/C$ (infinite population).

Unit 6: Replacement Models:

- Introduction and scope in managerial decision making
- Single Equipment Replacement
- With and without considering time value of money
- Replacement of items that fails suddenly
- Group Replacement policy
- Mortality, staffing problem.

Unit 7: Markov Chain Analysis:

- Computation of sequential probabilities of states for different periods
- Steady state probability
- Applications.
- Simulation:
 - Introduction
 - Monte-Carlo technique and its applications.

Unit 8: Special topics (Concepts Only):

- Goal Programming
- Integer Programming
- Quadratic Programming
- Dynamic Programming
- Kuhn-Tucker conditions

Text Reading:

1. P.K. Gupta and D.S. Hira, Operations Research, New Delhi, Sultan Chand Publications.
2. J.K. Sharma, Operations Research Theory and Practice, New Delhi, McMillan India Ltd.

Suggested Reading:

1. N.D. Vohra, Quantitative Techniques, New Delhi, Tata McGraw Hill Publications.
2. V.K. Kapoor, Problems and Solutions in Operations Research, New Delhi, Sultan Chand and Sons.

FT-208C RESEARCH METHODOLOGY

Level of Knowledge: Working Knowledge

Course Objective:

- To help the students to understand the Concept and Methods of Business Research.
- To provide the knowledge to the students so that they will be able to plan, design and execute research proposals
- To familiarize the students with the various methods of data analysis and prepare the research reports.

Scheme of Examination:

Total Marks: 100

Internal Marks: 20

Project Marks: 20

External Marks: 60

The external examination will consist of six questions out of which first question will be of 20 marks and will be compulsory. From the remaining five questions, a student will have to attempt any four questions. The questions may or may not contain internal choice. The questions can have one or more sub-parts.

Course Contents:

Unit 1: Introduction:

- Meaning and Objectives
- Types of Research
- Scope of Research
- Research Process
- Features of Good Research
- Problems in Research

- Defining the Research Problem:
 - Definition
 - Techniques involved in defining a Research Problem

Unit 2: Research Design:

- Meaning and Need of Research Design
- Different Research Designs:
 - Completely Randomized Design
 - Latin Square Design
 - Factorial Design

Unit 3: Sampling Methods:

- Introduction
- Definition of Population and Sample
- Need
- Sampling Unit

- Sampling Frame
- Sampling Process
- Different Types of Sampling Design:
 - Probability Sampling:
 - Simple Random
 - Systematic
 - Stratified
 - Cluster Area
 - Non-probability Sampling:
 - Convenience,
 - Judgment
 - Quota
- Characteristics of a Good Sample Design.

Unit 4: Methods of Data Collection:

- Primary and Secondary Data
- Basic Methods of Collecting Data:
 - Observation Method
 - Questionnaire Method
 - Interview
 - Mail
 - Telephone
 - Survey.
- Designing the Questionnaire:
 - Process
 - Characteristics of a Good Questionnaire
 - Types of Questions:
 - Open
 - Multiple Choice
 - Dichotomous

Unit 5: Attitude Measurement and Scales:

- Types of Scales:
 - Nominal
 - Ordinal
 - Interval
 - Ratio
 - Semantic
 - Differential
 - Thurstone
 - Likert
 - Constant Sum
 - Paired Comparisons
- Disguised Scaling Techniques:
 - Word Association
 - Sentence Completion Test

- Thematic Apperception Test

Unit 6: Data Analysis:

- Hypothesis Testing
- Definition
- Null and Alternative Hypothesis
- Type I and Type II errors
- Level of Significance
- Critical and Rejection Regions
- One Tailed and Two Tailed Tests
- Confidence Interval
- Hypothesis Testing:
 - Means
 - Difference Between Means
 - Comparing Two related samples
 - Proportions
 - Difference Between Proportions
 - Limitations.
- Types of Hypothesis Tests:
 - Z-test.
 - t- test
 - One Sample Tests
 - Sign test
 - Chi Square
 - Run Test for Randomness
 - F-test
 - One Way ANOVA
 - Two Way ANOVA.

Unit 7: Interpretation and Report Writing:

- Meaning of Interpretation
- Techniques of Interpretation
- Precautions in Interpretation
- Significance of Report Writing
- Types of Reports:
 - Technical
 - Survey Based Research Report
- Report Format

Text Readings:

1. William G. Zikmund, **Business Research Methods, 7th edi.** Thomson Learning
2. Kothari, C R., **Research Methodology, 2nd Ed.**, New Delhi; New Age International
3. Panneerselvam R., **Research Methodology** , 7th reprint (May 2009) , New Delhi, PHI Learning
4. Agarwal Sangeeta, **Marketing Research**, New Delhi, Global Business Press.

Suggested Readings:

1. Donald S. Tull, Del I. Hawkins, **Marketing Research, Measurement and Methods**, 6^t edition, PHI Learning,2009
2. Naresh Malhotra and Satya Bhushan Das, **Marketing Research: An applied Orientation**, Pearson Education, 2008.
3. Mcburney, **Research Methods**, 7th edition, Cengage Learning, India