

Pioneer Institute of Professional Studies (PGDM),  
Indore

**Syllabus PGDM (2 Yrs Full Time Course) Autonomous**

**Semester II Syllabus**

**PGDM-201 C: 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. Section A will carry 36 marks comprising 5 Theory questions out of which a student will be required to attempt any **three** questions. Section B will carry 24 Marks comprising of one or more Case(s). A question 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

**Suggested cases:**

- Demands of Employees Wife
- Authority of Personnel Manager at Regional Level.

**Unit 2: Acquisition of Human Resources:**

- Objectives
- Human Resource Planning
- Job Analysis, Job Description, Job Specification
- Recruitment, Promotion, Transfer

**Suggested Cases:**

- Job Specification
- Which is more important – Recruiting or Retaining?

**Unit 3: The Human Resource Organization:**

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

**Pioneer Institute of Professional Studies (PGDM),  
Indore  
Syllabus PGDM (2 Yrs Full Time Course) Autonomous**

**Suggested Cases:**

- How to select a new employee?
- Introduction of Induction

**Unit 4: Development of Human Resources:**

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

**Suggested Cases:**

- Evaluation of Executive Development Program
- Career Opportunities

**Unit 5: Maintenance of Human Resource:**

- Job Evaluation
- Grievance Handling Procedure.

**Suggested Case:**

- Parity-Is it Fair or Unfair?

**Unit 6: Separation Processes:**

- Turnover, Retirement, Layoff
- Retrenchment and Discharge
- VRS- Mechanism, VRS in Public and Private Sector

**Unit 7:**

- Emerging Trends and Challenges in HRM
- \_International Policy- Recruitment, Selection, Training & Development\_

**Suggested Case:**

- The Case of Hushed Relationship

**Text Readings:**

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

**Suggested Reading:**

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

# Pioneer Institute of Professional Studies (PGDM), Indore

## Syllabus PGDM (2 Yrs Full Time Course) Autonomous

### PGDM -202C OPERATIONS MANAGEMENT

**Level of Knowledge:** Working Knowledge

**Course Objectives:** To help students understand the concepts of material management, operation functions, various tools used for solving problems faced by operations managers.

#### **Scheme of Examination**

**Total marks 100.**

**Internal marks 40.**

**External marks 60.**

External examination will have 8 questions, out of which a students has to attempt any five. In the external examination, there will be two sections, A and B. Section A, worth 24 marks, will consist of four theory questions out of which a student will be required to attempt any two questions. Section B, worth 36 marks, will have five numerical problem(s)/ practical problem(s), out of which a student will be required to attempt any three questions. Each question will carry equal marks. A question can have one or more sub-parts

#### **Course Contents**

##### **Unit 1: Materials Management**

- Meaning, Definition, Areas, Objectives, Importance,
- Role of Materials Manager.
- Meaning, Concept, need, Scope and Advantages of Integrated Materials management.
- Factors affecting Materials planning, Techniques of planning.
- Materials Budgeting.

##### **Unit 2: Stores Management**

- Materials Identification: Need, Importance and Classification of Materials.
- Codification of Materials: Codification Systems.
- Standardization: Aims and Advantages, Standards of Institutions.
- Stores Layout
- Materials Handling: Unit Load Concept, Materials Handling Principles, Material Handling Equipments (Fixed path, variable path and auxiliary)

##### **Unit 3: Inventory Management**

- Importance and scope, Selective Inventory Control, Cost concept in Inventory. Types of Inventories, Problems
- Inventory Control Models: Deterministic and Stochastic (EOQ, EBQ, EOQ with shortages, EOQ with discounts, Single Period Model, Periodic Model)
- Practical Problems.

##### **Unit 4: Introduction to Operations Management (OM):**

# Pioneer Institute of Professional Studies (PGDM), Indore

## Syllabus PGDM (2 Yrs Full Time Course) Autonomous

- Meaning and functions of OM, Current trends in OM, OM manufacturing and service industries, Issues of OM (short-term and long-term), Challenges faced by OM, Priorities of OM.

### Unit 5: Facility Planning

- Product and Process selection: Product development process, Tools of efficient product development, Determinants of process characteristics (volume, variety and flow), Types of process systems (continuous flow, intermittent flow and jumbled flow), Product-Process mix, issues in process design, Technology selection.
- Layout of facility: Product, process, fixed, group and project layouts. Layout design: Relationship based and Load-Distance-Cost matrix, CRAFT method, Practical problems
- Location of facility: Factors affecting location decisions, Center of Gravity and Median Models, Dimensional Analysis, Factor rating method, Brown and Gibson Model, Practical Problems

### Unit 6: Resource Planning

#### A) Capacity Planning

- Meaning of Capacity and Capacity Utilization, Capacity planning framework
- Machine and Labour requirement estimations, Capacity Augmentation, Alternatives of Capacity Augmentation (waste elimination, Multi-skilling of work force, sub-contracting and outsourcing), Practical Problems
- Learning-Curve applications, Practical Problems.

#### B) Materials Requirement Planning (MRP)

- Introduction, Multiple levels in Products, Product Structure, Bill of Materials.
- Rules for determining Lot Size (Lot-for-lot, Fixed order quantity, EOQ, Period order quantity, POQ based on EOQ), Practical Problems.

### Unit 7: Production Planning and Control:

- Aggregate Production Planning- Necessity and framework, alternatives of managing demand and supply, Level Production (Inventory Cost and Stock-Out Cost), Chase (Vary the Work Force) and mixed strategies, Practical Problems
- Operation Scheduling and production control: Mass manufacturing (Assembly line balancing using priority rules- Rank Positional Weight, Longest Activity Duration and Largest Number of Successors), Batch Processing (Sequencing using Run-Out Time) and Job Shop : n - job on single machine (using EDD, SPT, FCFS, ST, CR), n-jobs on two/three machines (Jhonson's Rule, Gantt Chart), 2 jobs on n-machines (Graphical Method-Aker's Algorithm), Practical Problems

### Text Readings

1. Verma M.M, Materials Management, New Delhi, Sultan Chand and Sons.

Pioneer Institute of Professional Studies (PGDM),  
Indore

**Syllabus PGDM (2 Yrs Full Time Course) Autonomous**

2. Chitale, A. K. and Gupta R.C., Materials Management: Text and Cases, New Delhi: PHI, 2006
3. Paneerselvam, R., Production and Operations Management, New Delhi, Prentice Hall of India Publications.
4. Mahadevan,B., Operations Management Theory and Practice, New Delhi, Pearson Education (Dorling Kindersley (India) Pvt. Ltd.)

**Suggested Readings**

1. Chary, S.N., Cases and Problems in Production and Operations Management, New Delhi, Tata McGraw Hill Publications.
2. Evans, J. R., Anderson, David R., Sweeney, D. J. and Williams, T.A., Applied Production and Operations Management, Newyork: West Publishing Co., 1985.
3. Dobler Donald W., Lamer Lee Jr. and David N. Burt, Purchasing and Materials Management, New Delhi, Tata McGraw Hill Publications

Pioneer Institute of Professional Studies (PGDM),  
Indore

**Syllabus PGDM (2 Yrs Full Time Course) Autonomous**

**PGDM-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**

**Section A:** 24 Marks Comprising Three Theory questions out of which a student will be required to attempt any Two Questions.

**Section B:** 36 Marks Comprising Four Practical Problems and out of which a student will be required to attempt any Three questions.

**Course Contents**

**Unit 1 Introduction to Financial Management**

- Meaning, Nature and Scope
- Objectives of Financial Management
- Basic concepts of Break Even Point, Margin of Safety, Profit Volume ratio.
- Time Value of Money
  - 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 like:
  - 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 source of finance (Equity, Debt and Preference) and Weighted average cost of capital (WACC) using Book value and Market value Weights.

# Pioneer Institute of Professional Studies (PGDM), Indore

## Syllabus PGDM (2 Yrs Full Time Course) Autonomous

### Unit 4 Leverage Analysis

- Meaning and Significance of Leverages
- Simple problem based on the Computation of Operating, Finance and 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 and Fund flow Statement

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

- Introduction to Short Term and long term sources of Finance
- Meaning and Conceptual framework of working capital
- Analyzing Equity, Debt and Preference on the basis of Risk, Cost and Control
- 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.

Pioneer Institute of Professional Studies (PGDM),  
Indore

**Syllabus PGDM (2 Yrs Full Time Course) Autonomous**

**PGDM -204C MARKETING MANAGEMENT**

**Number of classes--40**

**Knowledge level:** Working knowledge

**Max Marks-100**

**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.

**Evaluation:** 40 marks—Internal (comprising of Presentation, Attendance, Comprehensive Viva, Internal test);

60 marks – The Question paper will comprise of two sections, A and B. Section A shall be of 40 marks in which the student would need to answer any four of five questions, testing primarily his/her conceptual understanding. Section B will be of 20 marks and will consist of one or two case studies.

**Contents:**

**Unit I:** Introduction to Marketing Management; Core Marketing Management Concepts; Company Orientation towards their business-the development of the Marketing Concept; The current Marketing Scenario in India/Marketing Management in the 21<sup>st</sup> Century

**Unit II:** Marketing Environment: Macro-environmental variables; Micro-environmental variables

**Unit III:** Consumer Behaviour: Factors affecting Consumer behaviour; The Purchase Decision making process; Buying situations (habitual; special, etc) and their marketing implications.

**Unit IV:** Market Segmentation, Need for segmenting; Bases of Market segmentation; Targeting: targeting strategies.

**Case:** A case of segmentation: Lacoste (Page no.56)

**Book:** Cases and Simulations in Marketing Management By Prof. M. K. Rampal & Dr. S. L. Gupta

**Unit V:** Product life cycle- meaning, different strategies to be followed in different PLC stages.

**Unit VI:** New Product Development—the eight steps

**Case:** Soyabean Milk: As an Alternative (Page no. 65)

**Book:** Cases and Simulations in Marketing Management By Prof. M. K. Rampal & Dr. S. L. Gupta

**Unit VII:** Product—definition of a product, Product Mix decisions, Branding



**Pioneer Institute of Professional Studies (PGDM),  
Indore  
Syllabus PGDM (2 Yrs Full Time Course) Autonomous**

**Unit VIII:** Price—Steps in setting the Price, Pricing Methods

**Unit IX:** Place—Determining the Distribution Strategy, Intensive, Exclusive and Selective distribution; New formats of distribution—departmental stores, malls.

**Case:** Finding the Ideal strategy (Page no. 76)

**Book:** Cases in marketing management by the Editors of Excel Books

**Unit X:** Promotion- Steps in deciding the promotion strategy; the Promotion Mix; choosing the promotion tools.

**Case:** Godrej Vs Samsung – Promotion War (Page no. 262)

**Book:** Cases and Simulations in Marketing Management By Prof. M. K. Rampal & Dr. S. L. Gupta

**Unit XI:** New Developments in Marketing Management—Internet marketing, rural marketing, global marketing.

**Books Referred:**

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

**Long Case Studies:**

The case studies have a basic objective of learning how theory learnt in class is applied in real life marketing situations. The case studies are 5-6 pages long and therefore, the students are required to read a few days prior to the case discussion. The case shall be discussed in teams of 5-6 students with each team presenting a particular facet of the case.

1. New Product Development: *Designing Speedo LZR Racer*, pp.35, ICFAI Case Folio, July, 2009
2. The Marketing Mix: *Tata Sky's Marketing strategies*, pp. 33, ICFAI Case Folio, Nov, 2009.
3. Segmentation, Targeting and positioning: *Realities of Emerging Markets: Some lessons from Unilever's strategy for Lifebuoy and Sunsilk in India*, pp. 23, ICFAI Case Folio, Feb, 2009.
4. Consumer Behaviour: *Kraft Foods Inc. observes consumer behaviour as prices soar in the US.*, pp. 7, ICFAI Case Folio, Aug, 2008
5. Distribution strategies- '*Transforming Bata*', pp. 11, ICFAI Case Folio, May 2009.
6. A case of brand rejuvenation: *Bajaj-Auto, From 'Hamara Bajaj' to 'Distinctly Ahead'*, pp.07, ICFAI Case Folio, March, 2008.

**Pioneer Institute of Professional Studies (PGDM),  
Indore  
Syllabus PGDM (2 Yrs Full Time Course) Autonomous**

**PGDM -205C BUSINESS LAWS**

**Number of classes--40**

**Knowledge level:** Working knowledge

**Max Marks-100**

**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.

**EXAMINATION**

The marks will be awarded out of 100 marks, 40 marks will be for internal assessment which may comprise of assignments, internal tests, co-curricular activities, presentations, Viva Voice, etc. The Semester examination shall be of 60 marks comprising of two sections A and B. Section A of 36 marks shall have three questions to be attempted by student and Section B of 24 marks shall comprise of one or more cases.

**COURSE CONTENTS**

**Unit 1:** The Indian Contract Act, 1872, Essentials of a Valid Contract {S 2(h),3 to 18, 29}, Void and Voidable Contracts and Void Agreements {S 2(g,i,j), 19 to 30, 32, 36, 56}, Performance of Contracts {37 to 67}, Breach of a Contract and its Remedies {73 to 75}, Quasi-Contracts {S (68 to 72)}

**Unit 2:** The Sale of Goods Act, 1930, Formation of a Sales Contract {S (4 to 17)}

**Unit 3:** The Negotiable Instrument Act, 1881, Nature and Types {S (4 to 25)}, Negotiation and Assignment {S (14, 46 to 60)}, Holder in due course {S(9)}, Dishonor and Discharge {S (82 to 98)}, Crossing of Cheques {S (12 to 131)}

**Unit4:** The Companies Act, 1956, Types of Companies, Formation of a Company {S (3,11,12)}, Memorandum and Articles of Association {S (13 to 40)}, Shareholders & Debenture Holders {S (41)}, Winding Up {S (243, 395,425 to 560,582 to 590)}

**Unit 5 :** Consumer Protection Act, 1986, Related Definitions {S (2)}, Consumer Rights {S (6)}, Procedures for Complaint under the Act {S (12,13,22,24,26)}, Nature and Scope of Remedies under the Act {S(14)}, Appeals {S (15,19,2,24)}, Enforcement of Orders and Penalties {S (25,27)}.

**Unit 6:** The Indian Partnership Act, 1932, Definition and Nature of Partnership {S (2 to 8)}, Formation of Partnership {S (2 to 8)} Formation of Partnership {S (56 to 71)}, Rights, Duties and Liabilities of Partners {S (9-13, 15-17, 21, 25-27, 29, 31-33, 35-37)}, Dissolution of Partnership Firm {S (39-53,55)}

**Pioneer Institute of Professional Studies (PGDM),  
Indore  
Syllabus PGDM (2 Yrs Full Time Course) Autonomous**

**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(5<sup>th</sup> Edition), M C Kuchhal, Vikas Publishing House (P) Ltd. ISBN No. 978-81259-31379.
4. Business Law (3<sup>rd</sup> 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, National Book Trust

P.N. All the books to be of latest edition only.

Pioneer Institute of Professional Studies (PGDM),  
Indore

**Syllabus PGDM (2 Yrs Full Time Course) Autonomous**

**PGDM -206C 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**

External examination will have 9 questions out of which a student has to attempt five. In the external examination, there will be two sections A and B. Section A, worth 24 marks, will consist of four theory questions out of which a student will be required to answer any two. Section B, worth 36 marks, will have five practical/ Numerical problem(s), out of which a student will be required to attempt any three. Each question will carry equal marks. A question may have one or more sub-parts.

**Unit-1:** Operations Research: Introduction, Meaning, Scope and Applications, Advantages and Limitations.

**Unit-2:** Linear Programming: Introduction, Applications, Advantages and limitations. Formulation of a LPP, Standard and Canonical forms, Solution of LPP by Graphical method, Simplex Method and Big-M method. Duality , Dual of a LPP.

**Unit-3 (A):** Transportation Model: Formulation, Initial basic feasible solution by N-W corner method, Least Cost method, Vogel's Approximation method. Optimization using Modified Distribution method and Stepping Stone method. Duality in a Transportation Model

**Unit3(B):** 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, Kendall'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 and Staffing problem.

**Text Reading:**

Pioneer Institute of Professional Studies (PGDM),  
Indore

**Syllabus PGDM (2 Yrs Full Time Course) Autonomous**

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.

**Pioneer Institute of Professional Studies (PGDM),  
Indore  
Syllabus PGDM (2 Yrs Full Time Course) Autonomous**

**PGDM- 207C 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.**

**External Marks 60.**

**Project Marks 20**

External exam will have 2 Sections A and B. Section A worth 36 marks will consist of 5 theory questions, out of which students will be required to attempt any 3 questions. Section B worth 24 marks will comprise of 3 questions of an Analytical (Case let/Research Situation)/Practical nature of which students will be required to attempt any 2 questions. A question can have one or more sub-parts.

**Course Contents**

**Unit I: Introduction (05)**

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 II: Research Design (04)**

Meaning and Need of Research Design, Different Research Designs (Completely Randomized Design, Latin Square Design, and Factorial Design),

**Unit III: Sampling Methods (06)**

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) and Non-probability Sampling (Convenience, Judgment, Quota), Characteristics of a Good Sample Design.

## Syllabus PGDM (2 Yrs Full Time Course) Autonomous

### **Unit IV: Methods of Data Collection (05)**

Primary and Secondary Data, Basic Methods of Collecting Data (Observation Method and Questionnaire Method, Interview, Mail, Telephone Survey).

Designing the Questionnaire: Process, Characteristics of a Good Questionnaire, and Types of Questions (Open, Multiple Choice, and Dichotomous).

### **Unit V: Attitude Measurement and Scales (5)**

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 VI: Data Analysis (10)**

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 (of Means, for Difference Between Means, for Comparing Two related samples, of Proportions, for 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 VII: Interpretation and Report Writing (3)**

Meaning of Interpretation, Techniques of Interpretation, Precautions in Interpretation, Significance of Report Writing, Types of Reports (Technical and Survey Based Research Reports), Report Format.

### **Text Readings**

1. William G. Zikmund, **Business Research Methods, 7<sup>th</sup> edi.** Thomson Learning
2. Kothari, C R., **Research Methodology, 2<sup>nd</sup> Ed.**, New Delhi; New Age International
3. Panneerselvam R., **Research Methodology**, 7<sup>th</sup> 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<sup>t</sup> 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