

FT-201: 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
- Job Design- Nature, Job Characteristics, Reengineering Jobs.
- 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

Suggested Cases:

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

Unit 4: Development of Human Resources:

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

Suggested Cases:

- Evaluation of Executive Development Programme
- Career Opportunities

Unit 5: Maintenance of Human Resource:

- Job Evaluation
- Designing and Administering Wage and Salary Structure
- 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
- Rehabilitation of Surplus Employees.

Unit 7:

- Emerging Trends and Challenges in HRM
- International HRM- Cultural Differences and HRM
- International Policy- Recruitment, Selection, Training & Development.

Suggested Case:

- The Case of Hushed Relationship

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. Gupta C.B. Human Resource Management Sultan Chand and sons New Delhi.

4. 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 Edn. 1993
2. Arun Monappa and Mirza S. Saiyadain, Personnel Management, New Delhi, Tata Mcgraw hill, 1995.

FT202C- 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. 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 I: Introduction to Supply Chain Management

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

Case: Wall Mart's Supply Chain Management practice [A] (Source *Pg 175)

Unit II: Purchasing and Supply Chain Management

- Purchasing Organization
- Purchasing Principles, Procedure, and Systems
- Buyer-Seller Relations
- Negotiation

Unit III: Logistics and Supply Chain Management

- Definition, Scope, Functions, Objectives and Importance for Business excellence. Customer service for competitiveness, Customer service phases, service attributes, Value added logistical services

- Packaging, Packaging Material & Cost.
- Logistics Outsourcing, benefits, 3 PL, 4 PL, Selection of service provider, Value added services, Critical issues.
Case : Mc Donald's Food Chain [Source: *Pg 159]

Unit IV 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, Role of IT in network design.
Case : Managing Growth at SportStuff.com [Source-Chopra & Mendel Pg 166]

Unit V: Planning Supply and Demand in Supply Chain

Variability in supply chain, Managing Supply, Managing Demand, Solution to Variability.

Case : 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, 166-170)

Unit VI: 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.

Case : Supply Chain Competency through Collaborative Relationship (Source: Prestige Journal of Management and Research, 9(1), 156-159)

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. Verma M.M., *Materials Management*, New Delhi, S. Chand & Sons.
 4. Raghuram, G. and N. Rangaraj, 2000, *Logistics and Supply Chain Management: Cases and Concepts*, Macmillan, New Delhi.
 5. Simchi-Levi, D., P. Kaminski and E. Simchi-Levi, 2003, *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies*, TMH pub.pvt.ltd.New Delhi
 6. Ballou, RH (2004), *Business Logistics/Supply Chain Management: Planning, Organizing, and Controlling the Supply Chain* (5th edition), Pearson Education New Delhi.
- * **Case Studies in Supply Chain Management, Volume 1, ICFAI Press, Hyderabad.**

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

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.

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, Financial management Theory and Practice, 5th ed. Kalyani Publications, new delhi
2. Prasanna Chandra, Financial management Theory and Practice ed. 5th, Tata McGraw-Hill Publishing Company Ltd., New delhi
3. M Y Khan and P K Jain, Financial Management Text and Problems and Cases ed. 5th Tata McGraw-Hill Publishing Company Ltd., New delhi

Suggested Readings

1. R.P. Rustagi, **Financial management, theory concept and problems ed. 3rd** Galgotia Publication Company New Delhi.
2. I M Pandey, **Financial management, 9th ed.** Vikas Publication House Pvt. Ltd new delhi.

FT204C: 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

There will be an internal assessment of 40 marks and external examination of 60 marks. External examinations will have 8 questions out of which a student has to attempt any five questions. Each question will carry equal marks.

Course Contents

Unit-I

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

Unit-II

Mobile and Wireless computing fundamentals: Mobile computing, framework, wireless technology and switching method, mobile information access device, mobile computing application.

Unit-III

Payment Systems: Type of E-payment, digital token-based e-payment, smart card, credit card payment systems, risk on e-payment, designing e-payment

Unit-IV

Security Environment: Client-server security, data and message security, document security, firewalls. Cyber Laws, Cyber Crime and Frauds, Types and Tools of Hacking

Unit-V

EDI: Application in business, Legal, Security, Standardization, EDI software implementation, VANs (value added net work) Internet based EDI.

ERP: The Basics of Enterprise Resource Planning, ERP Architecture

Unit-VI

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

Text Readings

- 1.Ravi Kalakotta & Whinston B., **“Frontiers of e-Commerce”**, Pearson Education,Reprint 2009 New Delhi
- 2.Kalakota Ravi : E-business 2.0 Roadmap for Success , Pearson education, New Delhi
- 3.Lauden and Traver. **E-Commerce: Business Technology Society**,4th Edition, 2009 Pearson Education, New Delhi
- 4 Schneider ,**e-Commerce Strategy Technology and Implementation**,1st,edition,2008, Cengage Learning, India

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

Knowledge level: 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.

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 21st 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: Positioning; Meaning; Bases;

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

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

Unit IX: Price—Steps in setting the Price, Pricing Methods

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

Books Referred:

- Marketing Management, Philip Kotler, 12th Ed.
- Marketing Management-3rd or 4th 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.

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.

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 No.	Topic	Section
1.	Starting a Business Organisation:	NA
	Types of Business Organisation: Proprietorship, Partnership and Company	NA
	Various Registrations under different acts.	NA
2.	The Indian Contract Act, 1872:	
	Essentials of a Valid Contract	2(h), 3 to 18, 29
	Void and Voidable Contracts and Void Agreements	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	68 to 72
3.	The Sale of Goods Act, 1930:	
	Formation of a Sales Contract	4 to 17
4.	The Negotiable Instrument Act, 1881:	
	Nature and Types	4 to 25
	Negotiation and Assignment	14, 46 to 60
	Holder in due course	9
	Dishonor and Discharge	82 to 98
	Crossing of Cheques	123 to 131
5.	The Companies Act, 1956:	
	Types of Companies, Formation of a Company	3, 11, 12,
	Memorandum and Articles of Association	13 to 40
	Shareholders and Debenture Holders	41

	Minority Protection, Winding Up	243, 395, 425 to 560, 582 to 590
6.	Consumer Protection Act, 1986: Related Definitions	2
	Consumer Rights	6
	Procedures for Complaint under the Act	12,13,22,24,26
	Nature and Scope of Remedies under the Act	14
	Appeals	15,19,23,24
	Enforcement of Orders and Penalties	25,27
7.	The Indian Partnership Act, 1932	
	Definition and Nature of Partnership	2 to 8
	Formation of Partnership	56 to 71
	Rights, Duties and Liabilities of Partners	9 to 13, 15-17, 21, 25 to 27, 29, 31 to 33, 35 - 37,
	Dissolution of Partnership Firm	39 to 53, 55
8.	The Industries (Development and Regulations) Act, 1951:	
	Regulation of Scheduled Industries	10 to 18
	Powers of IDRA	19 to 29
	Industrial Licensing Policy	
9.	Right to Information Act, 2005:	
	Right to Information and Obligations of Public Authorities	3 to 11
	The Central Information Commission	12 to 14
	The State Information Commission	15 to 17
	Powers and Functions of the Information Commissions, Appeal and Penalties	18 to 20

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, National Book Trust
7. Elements of Mercantile Law Kapoor N.D. Sulatan Chand and co. New Delhi

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

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

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

Unit-3(B): Assignment Model: Formulation, Solution by Hungarian method, Travelling 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.

Unit-7 (A): Markov Chain Analysis: Computation of sequential probabilities of states for different periods, Steady state probability, Applications.

Unit-7 (B): 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, S.Chand Publications. New Delhi
2. N.D. Vohra, Quantitative Techniques, Tata McGraw Hill Publications New Delhi

Suggested Reading:

1. J.K. Sharma, Operations Research Theory and Practice, McMillan India. Ltd. New Delhi
2. V.K. Kapoor, Problems and Solutions in Operations Research, Sultan Chand and Sons, New Delhi

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.

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 (Caselet/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.

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, 7th ed.** 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. Sachdeva J.K. **Research Methodology** Himalaya pub. Mumbai.
5. Agarwal Sangeeta, **Marketing Research**, New Delhi, Global Business Press.

Suggested Readings

1. Donald S. Tull, Del I. Hawkins, **Marketing Research, Measurement and Methods**, 6th 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