

M.Com First Semester
Managerial Economics Paper – I

M.M.-80 (Minimum Pass Marks 16)

Unit 1

Managerial Economics : Meaning and definition of Managerial Economics, Nature and Scope of Managerial Economics, Relationship between Managerial Economics and other subjects, meaning, characteristics, function and objective of a firm, theory of firm economic theory and managerial theory. Role and responsibilities of managerial economist's. Fundamental Principles of Managerial Economics- incremental, Opportunity cost, Discounting and Equi-marginal principles.

Unit 2

Demand Analysis : Meaning and definition of demand, individual and market demand function, Law of demand, Determination of demand, Types of demand, Factors effecting the demand, Elasticity of demand, its meaning and importance, factors influencing, elasticity of demand, Price elasticity, income elasticity and cross elasticity of demand. Uses of elasticity in managerial decisions.

Unit 3

Cost Theory & Theory of consumer Choice : Meaning and definition of cost, types of cost , short and long run cost function their nature, shape and interrelationship, **Theory of consumer Choice :** Cardinal utility analysis (approach), Indifference curve analysis (approach), Revealed preference and theory of consumer choice under risk, Demand estimation for major consumer durable and non durable products, Demand forecasting techniques.

Unit 4

Production Theory : Production function-production with one and two variable inputs, stages of production, Economics of scale, Estimation of production function, Law of returns to scale. Law of variable proportion-law of increasing return, law of constant returns, law of diminishing returns, Causes of operation of the law of diminishing returns, importance of law of diminishing returns.

M.Com First Semester
Statistical Analysis Paper – II

Unit 1

Definition of statistics, characteristics of statistics. Disturbance, use and importance of statistics. Types of data- primary data and secondary data, Direct Personal Investigation, Indirect Personal Investigation, Questionnaire & Schedule, Collection of Secondary data, Measurement of central tendency. Type of Mean- Arithmetic Mean, Mode, Median, Geometric Mean, Harmonic Mean, Quartiles, Deciles, Percentiles.

Unit 2

Measurement of dispersion-Range, Coefficient of Range, Quartile Deviation, Coefficient of quartile Deviation, mean Deviation and its coefficient, standard deviation, coefficient of variation, Karl Pearson's coefficient of skewness, Bowley's coefficient of skewness.

Unit 3

Probability Theory :Meaning of probability, Addition and Multiplication theorem of probability, probability model, Conditional probability, Bay's theorem, Mathematical Expectation, inverse probability, Bernoulli's theorem of probability. **Interpolation & extrapolation** – Binomial, Newton's & Lagrange's methods.

Unit 4

Probability Distributions : Binomial, Poisson's and normal distribution and its application. **Statistical decision theory** :Decision environment, expected profit under- certainty and assigning probabilities, Utility Theory.

M.Com First Semester
Corporate Financial Accounting Paper – III

Unit 1

Accounting for issue and redemption of shares : Share meaning, nature of types, procedure for share issue, issue of share at per premium, and discount, forfeiture of share and their reissue, redemption of preference shares. Accounting for issue and redemption of Debenture. Issue of Debentures; Debentures as collateral security, Interest on debentures and income tax thereon, methods of redemption of debenture. Sinking Fund & Sinking Fund insurance policy.

Unit 2

Final Account and Financial of companies: Final account of companies, profit and loss account, Balance sheet. Essentials of a good Financial statement, Function and Importance of Financial statement.

Unit 3

Accounting for holding and subsidiary Companies :Computation of capital reserve goodwill, minority interest, record of minority, interest. Accounting records in the books of holding company intercompany transaction Consolidated profit and loss account.

Unit 4

Royalty accounts : Voyage accounts :Accounting record for mining royalties in connection with brick making, royalties in connection with oil wells. Royalty in connection with patents copy right Royalties, Voyage account.

M.Com First Semester
PRINCIPLES & PRACTICE OF INSURANCE Paper – IV

Unit 1

Origin & Development of Insurance, Nature of Insurance, Scope and Limitations of Insurance, Advantages and Importance of Insurance, Classification & Organisation of Insurance, Functions of Insurance, Types of Insurance, Distinguish between Insurance and Assurance, Insurance and General Contract, Insurance and Gambling.

Unit 2

Basic Principles of Insurance: Principle of Contract, Essentials of Insurance Contract, Principle of Insurance of Contract, Principle of Insurance Interest, Principle of Utmost Good Faith, Principle of Indemnity, Principle of Subrogation, Principle of Contribution, Principle of Warranties, Principle of Proximate Cause, Double Insurance and Reinsurance, Distinguish between Double and Reinsurance, Over and Under Insurance.

Unit 3

Life Insurance: Introduction, Need, Importance, Process and Classification of Life Insurance, Life Insurance and Annuities, Conditions of Life Insurance, Computation of Premium and Mortality Tables, Annuity-Meaning, Objective, Advantages & Types, Valuation and Distribution of Profit.

Unit 4

History of Life Insurance, Organisation and Management of Life Insurance Corporation of India- Central Office, Zonal Office, Divisional Office, Branch Office, Regional Organisation of Branch Office, Development Officer, Committees of the Corporation, Working and Progress of LIC of India, Functions of LIC, Life Insurance Corporation Act 1956, Entry and Privatization of LIC Business in India.

M.Com First Semester
Business Environment Paper – V

Unit 1

Concept , significance and nature of business environment, Elements of environment-Internal and External elements, changing dimensions of business environment, Techniques of environmental scanning and monitoring. Political Environment : Critical Elements of political Environment, Business and political Environment, Overview knowledge of business environment which effects to business.

Unit 2

Significance and elements of economic environment, Economic System and Business Environment, Economic planning in India, Public Sector and Economic development, Economic returns.

Unit 3

Govt. Policies : Industrial Policy, Fiscal Policy, Monetary Policy, EXIM Policy, Liberalization, Privatization and Globalization.

Unit 4

Monopolistic Trade practice-Meaning Essentials, Restrictive Trade Practice, meaning, Objectives, Unfair Trade Practice, MRTP commission, Offence and Penalties.

M.Com Second Semester
TITLE OF THE PAPER
MANAGERIAL ECONOMICS Paper – I
M.M.-80 (Minimum Pass Marks 16)

Unit 1 : Market Condition : Definition of market, classification of market and characteristics different market structures, Equilibrium of firm's price determination and firms equilibrium in short-run and long run under perfect competition.

Unit 2 : Price Determination : Meaning characteristics and price determination in short run and long run under Monopolistic competition, under Monopoly, Under Oligopoly and duopoly, under Discriminating monopoly.

Unit 3 : Pricing Practices : Meaning and objective of price policy, factor influencing price policy, method of price determination in practice, pricing of multiple products, price discrimination, international price-discrimination, dumping, transfer pricing.

Unit 4 : Business Cycles : Meaning, nature, classification and phase of business cycles, theories of business cycles-Psychological, profit, Monetary, innovation, cobweb, Samuelson and Hicks theories of business cycles, control of business cycles. **Inflation** : Meaning and definition characteristics and various types of inflation in terms of demand-pull and cost-push factors, causes of inflation, effects of inflation, measures to control inflation, various motion of inflation.

M.Com Second Semester
TITLE OF THE PAPER
STATISTICAL ANALYSIS Paper – II

M.M.-80 (Minimum Pass Marks 16)

Unit 1 : Sampling and data collection: Sampling (Probability & non Probability) methods, Sampling and Non Sampling errors, Laws of large numbers and central limit. Theorem Sampling distribution and their characteristics.

Correlation : Karlpearson's coefficients of correlation, probable errors, standard errors spearman's coefficient of correlation , concurrent deviation method of correlation, Calculation of correlation by least square method.

Unit 2 : Statistical estimating and testing point of interval estimating of population mean and variance. Statistical testing hypothesis and errors, sample size, Large and Samll sample – T test, F test and Z test. Chi-square test, singe test, welcoxon signe test, Rank test, Wald-Walfawing test, Kruslcal Walls test.

Unit 3 : Regression analysis – Two valuable, regression, trend values. Index number – Meaning types, weighted aggregate Index, Fisher Ideal formula of index number, Time and factor reversal test special problem of shifting base, splicing overlapping index.

Unit 4 : Statistical quality control : Causes of variation in quality characteristics, quality control charts-purpose and logic constructing control chart. Computing the control limits (X and R charts), Process under control and out of control. Association of attributes (Two attributes only)

M.Com Second Semester 2019-2020

TITLE OF THE PAPER

CORPORATE FINANCIAL ACCOUNTING

Paper – III

M.M.-80 (Minimum Pass Marks 16)

Unit 1 : Valuation of goodwill and shares, Concepts of goodwill, valuation goodwill accounting characteristics of goodwill, method of valuation of goodwill, average profit method, super profit method, capitalization method, annuity method, method of valuation of share, asset valuation method, Yield method, Earning method.

Unit 2 : Accounting relating to Amalgamation : Yield valuation method
Accounting relating to Amalgamation of companies as per AS-14.

Unit 3 : Accounting relating to absorption and reconstruction of companies, Method of absorption, Entries in purchaser company book entries in Vendor Company books preparation of balance sheet in new company. Internal reconstruction, External reconstruction

Unit 4 : Accounting relating to liquidation of companies, Meaning, voluntary liquidation of companies. Winding up under supervision of the court, compulsory winding up. Liquidator statement of account. Investment **accounts** :Types of Investment, Purchase and sales of Securities Investment account cum Interest, Ex interest cum dividend purchase and sale, ex dividend purchase of sales.

M.Com Second Semester
TITLE OF THE PAPER
PRINCIPLES AND PRACTICE OF INSURANCE Paper – IV
M.M.-80 (Minimum Pass Marks 16)

Unit 1 : Introduction of Fire Insurance: Meaning, Scope, Types, Functions and Importance of Fire Insurance, Physical & Moral Hazards in Fire Insurance, Determination & Procedure of Premium in fire insurance, Settlement of the Claims of Fire Insurance Policy, Fire Insurance Contract, Procedure for enforcing fire insurance, Conditions of Fire Insurance.

Unit 2 : Introduction of Marine Insurance: Meaning, Scope, Subject matter, Main Conditions of Marine Insurance, Procedure of taking Marine Insurance Policy, Types & Conditions of Marine Insurance, Marine Losses, Determination of Premium in Marine Insurance, Returns of Premium, Settlement of Claims in Marine Insurance.

Unit 3 : Introduction of Miscellaneous Insurance : Motor Insurance, Personal Accident Insurance, Fidelity Guarantee Insurance, Group Insurance and Salary Saving Scheme, Workmen's Compensation Insurance, Burglary Insurance, Cattle Insurance, Crop Insurance, Export Risk Insurance, Third Party Liability Insurance, Engineering Insurance, Plate-Glass Insurance, Aviation Insurance and other various forms of Miscellaneous Insurance.

Unit 4 : Introduction of General Insurance Corporation of India : Functions, Work Progress and Achievement of the Corporation, Nationalization of General Insurance in India, Argument in Favour and Against of Nationalization, Operation and Management of Nationalized General Insurance Companies, Suggestion for Success of Nationalization, Insurance Agents-Meaning, Types, Duties, Rights, Functions & Prohibitions Functions of an Insurance Agent, Disqualification of Agent.

M.Com Second Semester
TITLE OF THE PAPER
BUSINESS ENVIRONMENT Paper – V

M.M.-80 (Minimum Pass Marks 16)

Unit 1 : Meaning and elements of socio-cultural environment, social institution and system, social values and attitudes, social group Dualism in Indian society and problems of uneven income distribution. Technological environment in India

Unit 2 : Business Ethics and morality : Meaning, Characteristics and principal of Business Ethics, Importance of Business Eithics, Scope of Business Eithics, Morality- Meaning Characteristics Difference between business eithics and morality.

Unit 3 : Multinational corporation, Foreign collaborations and Indian business, non resident investment in india. Foreign Trade Policy & Foreign Trade and economic development. , Patent Law

Unit 4 : International Economic Institute – WTO, World Bank, I.M.F. Organisation, Objectives and Importance to India, Impact of Indian Rupees devaluation. Policy on research and development; SAARC, OPEC, ASEAN – organization and objectives

M.Com Semester – III
TITLE OF THE PAPER
MANAGEMENT CONCEPTS Paper – I

Unit 1 : Schools of Management Thought : Scientific process, Human behavior and social system schools Decision theory school, Quantities and system Schools, Contingency theory of management, Function of a manager.

Unit 2 : Managerial Function : Planning-concepts Significance, types, Organizing concepts, Theories, Types of organizations, Authority, Responsibility, Power, Delegation, Decentralizations, Staffing, Directing, coordinating, Control-Nature process and techniques. Decision making-concept of process, bounded rationality, corporate planning, environment analysis and diagnosis, strategy formulation.

Unit 3 : Motivation : process of motivation, Theories of motivation- Need hierarchy theory, theory X and theory Y. two factor theory, Alderfer's ERG theory, McClelland's Learned need theory, Victor Vroom's expectancy theory, Stacy Adams equity theory.

Unit 4 : Leadership : Concept, Leadership styles; Theories-trait theory, behavioral theory, Fielder's contingency theory; Harsey and Blanchard's situational theory , Managerial grid; Likert's four systems of leadership.Management by objective (MBO)

M.Com Semester – III
TITLE OF THE PAPER
ACCOUNTING FOR MANAGERIAL DECISION Paper – II

Unit 1 : Nature and scope of management Accountancy : Difference between management accountancy and financial, Difference between management accountancy and cost accountancy; Convention of management accounting; Management accountant's, status and function, Financial statement, profit and loss accounts and balance sheet.

Unit 2 : Ratio Analysis : Objects. Importance and limitation of Ration Analysis; classification of Ratio-profitability ratio, activity ratio, payable turnover ratio, debtor turnover ratio, solvency ratio, return on capital employed ratio.

Unit 3 : Fund Flow statement : Meaning, importance of Fund Flow Stantment; Preparation of Fund Flow Statement; Source of Fund and utilization of Fund; Fund from from business operations. Changes in working capital .**Cash Flow statement :** Preparation of Cash Flow statement; Cash from operation; importance of Cash Flow statement; Sources of Cash and application of cash.

Unit 4 : Variance Analysis : Material and Labour; material cost variance; material price variance; material usage variance; material yield variance; material cost variance; labour rate variance; labour efficiency variance; labour mix variance; labour yield variance, Idle time variance.

M.Com Semester – III

TITLE OF THE PAPER

ADVANCED COST ACCOUNTING

Paper – III

Unit 1: Introduction, Meaning of Cost Accountancy, Objection against Cost Accounting, Limitation of Cost Accounting, types of Costing, Objects and Advantages of Cost Accounting, Material Costs, Bin Card, Control of Issues of Material – LIFO methods, FIFO methods, Average price method, HIFO method, Market Price method, Standard price method. ABC Analysis, Minimum level, Maximum level, Reorder level, Average level, EOQ.

Unit 2: Labour Cost computation and control, Labour cost, Control Over Labour Cost, Job Evaluation, Wages Rules for Costing purpose Idle Time, Casual Labour methods of wages system, Price Rate system, Straight price rate system, Taylor's Differential price Rate Plan. Overhead – Allocation and Apportionment of overhead. Distribution of Expenses in Interservice Department (a) Step Ledger Method (b) Simultaneous Equation Method. Machine Hour Rate. Reconciliation of Cost Profit to Financial Profit. Causes of Difference between Cost profit and Financial profit.

Unit 3: Output Costing, preparation of tender price production Account: Contract Account: Incomplete Contract, Profit on incomplete Contract, Work in Progress Account, Balance Sheet Preparation. Loss on Complete and incomplete Contract, Cost plus Contract. **Process Account:** Normal Wastage, Abnormal Wastage, Abnormal Effectiveness, Joint and By Product inter Process Transfer.

Unit 4: Marginal Cost : Income under Marginal's Costing and Absorption method. Profit Volume Ratio: Profit planning, Decision making- by Marginal Cost method, Selection of Suitable Product Mix, Effect of change in price, diversification of product. Uniform Costing And Estimate Costing: Uniform Costing and inter-firm comparison, Meaning characteristics and scope of Uniform Costing, Objects advantages of Uniform Costing, Inter-firm comparison.

M.Com Semester – III
TITLE OF THE PAPER
MARKETING MANAGEMENT Paper – IV

Unit 1: Introduction: Concept, Nature, Scope and Importance of Marketing: Marketing concept and its evolution, marketing mix, Strategy marketing Planning- an overview.

Unit 2: Market Analysis and Selection: Marketing Environment – macro and micro components and their impact on marketing decision: Market Segmentation and Positioning; Buyer behavior; - consumer versus organizational buyers; Consumer decision- making process.

Unit 3: Product Decisions: Concept of Product: Classification of Product; Major Product Decision. Product line and Product mix Branding: Packaging and labeling. Product life cycle strategic implications. New Product development and consumer adoption process.

Unit 4: Pricing Decisions: Factor affecting Price Determination, Pricing Policies and strategies, Discount and rebates. **Issues and Developments in Marketing:** Social ethical and legal aspects of marketing, marketing of services, International Marketing. Green Marketing, Cyber Marketing, Relationship Marketing and other Development in Marketing.

M.Com Semester – III
TITLE OF THE PAPER
RESEARCH METHODOLOGY Paper – V

Unit-1: Research Methodology An Introduction- Meaning of research, objective, nature, scope and significance of research, research process, criteria of good research, research approaches, types of research, stages in the development of research(steps of research), methods of research, Scientific Method of research- Meaning and definition of Scientific research, Characteristics of scientific method, basic (elements) or steps in scientific method, limitation of scientific method.

Unit 2: Marketing Research- Meaning, definition objective and importance of marketing research, nature and scope of marketing research, types of marketing research, advantages of marketing research, process and organization of marketing research. Marketing Research Applications- Product research, advertizing research, Sales and market research, International marketing research, marketing research in India.

Unit 3: Hypothesis their Nature and Role in Commerce Research- Meaning, definition of Hypothesis, characteristics of hypothesis, formation of hypothesis, function of hypothesis, dimensions of hypothesis, Sources of hypothesis, development of hypothesis, importance of hypothesis in commerce, types of hypothesis, testing of hypothesis, essential elements of a good hypothesis, difficulties in formation of hypothesis. **Deduction and Induction Methods-** Meaning and definition of deduction method, merits and demerits of deduction method, meaning and definition of induction method, merits and demerits of induction method, distinguish between deduction and induction method.

Unit 4: Research Design- Meaning and Definition of Research Design, Characteristics of research design, subject matter of research design, steps of research design, and objectives of research design, types of research design, Exploratory research design, descriptive research design, experimental research design. **Research Problem Selection and Identification-** Meaning and definition of problem, sources of problem, characteristics of problem-of research Identification and interpretation of problem, the situation analysis and determination of field. How to select a problem area, 7(seven)-Guiding Principles in the choice of a topic.

M.Com Semester – III
TITLE OF THE PAPER
Paper – IV(ELECTIVE PAPER)
MARKETING RESEACH (MCOE304)

Unit 1: Internal Business Records: Introduction, Internal Records of Business & its Uses, Methods of Analysing Business Records,

External Research Importance and Procedure: Various Sources of Research, Market Research at Trade Level, Market Research at Consumer Level, Process of External Research, Merits & Demerits of External Research.

Unit 2 : Sampling Theory Meaning & Definition, Elements of Sampling, Objective of Sampling, Methods of Sampling, Reasons for choosing a Sample, Sampling & Non-sampling Errors. Basis of Sampling, Sampling Process.

Measurement and Scaling in Marketing Research

Unit 3 : Designing of Questionnaire: Meaning & Definition Characteristics, Types & Steps, Importance, limitations of questionnaire, Questionnaire & Schedule, Data Collection: Types of data: Primary & Secondary Data

Tabulation of Data: Meaning, Classification of Data, Tabulation of Data, Objective & Importance of Tabulation, Types of Tabulation.

Unit 4 : Analysis of Data Meaning, & Definition, Pre-requisites, Procedure, Methods, Testing of Hypothesis: Procedure of Significance of Testing, Interpretation of Data.

Reporting Writing: Meaning & Definition, Types of Reports, Objective of report writing, Composition of market research report,

Ethics & Marketing Research: Meaning & Definition, Assumptions and characteristics, Ethical Issues in Marketing Research, International Marketing Research, Total Quality Management

M.Com Semester – IV
TITLE OF THE PAPER
ORGANIZATION BEHAVIOUR Paper – I

Unit 1 : Organizational Behaviour : Organizational Behaviour concept and significant, relationship between management and organization behavior, emergence and ethical perspective ;attitudes perception; learning personality, transactional analysis.

Unit:2: Organization Conflict : Dynamic and management; source, patterns, Levels and types of conflict traditional and modern approaches to conflict, Functional and dysfunctional organization conflict; Resolution of conflict.

Unit:3: Organization Development : Concept , Need for change , resistance to change , theories of planned change; Organization diagnosis OD intervention. Groups Dynamics and Team Development : Group Dynamics- definition and importance, types of groups, Group formation, group Development, Group composition, Group performance factors; Principal-centered approach to team development.

Unit 4: International and Organization Communication: Concept of two way communication, Communication process, barrier to effective communication; Types of organizational communication, improving communication, Transactional analysis in communication.

M.Com Semester – IV**TITLE OF THE PAPER****ACCOUNTING FOR MANAGERIAL DECISION Paper – II**

Unit 1: Decision making : Close the department or product, close the new department or new department or new product; Close the business, for short term; estimating the production and seasonal business, Shut Down factory, optimum product mix, uses of machine in place of labour, makes or buy decision.

Marginal Cost : P/V Ratio, Combined P/V Ratio , contribution, breakeven, margin or safety.

Unit:2 Deferential Costing : Uses of deferential costing in managerial decision uses of machine in place of manual work ; profitability of further processing ; return of additional investment .

Unit 3: Budgetary Control: Difference between budget and forecasting ; Types of budget – Fixed budget flexible budget, flexible budget; Sales budget; Production budget; Production budget; Cash budget Material purchase Budget, overhead budget, Difference between budgetary control and standard costing.

Unit 4 : Capital Budgeting : Long term investment decision, payback period; post payback period, net present value ; Rate of Returns ; average rate of return ; Capital Rationing.
Responsibility Accounting : Meaning of responsibility accounting; its characteristics ; importance and limitation; investment centre; profit centre ; controllability, responsibility centre.

.Com Semester – IV
TITLE OF THE PAPER
ADVANCED COST ACCOUNTING Paper – III

Unit 1 : Operating Costing : Meaning of Service Costing; Standing charges; operating charges; repair and maintenance; operating cost sheet; difference between absolute and commercial tones km. Transport costing : electricity costing and hostel costing.

Unit 2 : Marginal Cost analysis for Decision Making: Marginal cost , differential costing, sunk cost; opportunity cost; product Discontinue product and uses its capacity in remaining product, sunk cost; Capturing foreign market.**Standard Costing** : Material and Labour; material cost variance; material price variance; material usage variance ; material mix variance; material yield variance; labour rate variance; labour efficiency variance; labour yield variance,labour mix variance:labour yield variance labour cost variance.

Unit 3 : Budgetary Control: Objectives of Budgetary control and accounting of budgetary control ; Types of budget, Fixed budget; flexible; sales budget; sales budget ; material purchase budget; production budget, cash budget, flexible budget, sales budget; material purchase budget; Production budget, cash budget, overhead budget.

Unit 4 : Cost Control and cost Reduction: Meaning of cost control; element of cost control, cost control techniques; cost reduction technique, cost reduction programme; advantage of cost reduction; information system and reporting; report to production department, sales department, report to finance division, report on cost, Reporting to management, Importance of reporting.

M.Com Semester – IV
TITLE OF THE PAPER
MARKETING MANAGEMENT Paper – IV

Unit 1: Distribution channel's and physical distribution Decisions : Nature, Functions and type of distribution channels : Distribution channel intermediaries : channel management decision relating and wholesaling.

Unit 2 : Promotion Decision: Communication process; Promotion mix advertising, personal selling, sales Promotion, publicity and public relations;

Unit 3 : Determining Advertising : Determining Advertising budget copy, designing and its testing media selection; Advertising effectiveness; sales promotion, tools and techniques.

Unit 4 : Marketing Research,Meaning and scope of marketing research; marketing research process. **Marketing Organization and control,**Organization and controlling,Marketing operations

M.Com Semester – IV**TITLE OF THE PAPER****RESEARCH METHODOLOGY****Paper – V**

Unit 1: Planning and Organizing the Research Report-Collection of data-Meaning and definition of data, Importance of data collection, types of data sources ,features, importance and limitation of data, techniques of data collection-Questionnaire, Interview Schedule.

Unit 2 : Sampling-Meaning, definition of sampling, characteristics of sampling, essential concepts of sampling, planning of sampling, characteristics of a good sampling, types of sampling, merits and demerits of sampling, problem of sampling and their solutions.

Unit 3 : Scaling Techniques- Meaning and need of scaling, some general problem of scaling & characteristics of a good scaling, measurement in social sciences, function of measurement Processing the data-Editing, Coding, Tabulation. **Analysis, Interpretation, Presentation-** Meaning, definition of analysis, procedure of analysis, basic of analysis, variables of analysis, major types of analysis, Interpretation and Presentation of data-Meaning, technique of interpretation and presentation, precaution of interpretation and presentation.

Unit 4 : Research Report Writing-Meaning and definition, different steps in writing report, layout of the research report, types of report, general principles of preparation of report, structure of report, language and style of report, publication of report, precaution for writing research reports.

A brief Creative Research report writing in Commerce and Management-Thurst Area. Finance, HRD, Personnel, Banking.

M.Com Semester – IV
TITLE OF THE PAPER
Paper – IV (ELECTIVE PAPER)
MARKETING RESEARCH (MCOE404)

Unit 1: Internal Business Records: Introduction, Internal Records of Business & its Uses, Methods of Analysing Business Records,

External Research Importance and Procedure: Various Sources of Research, Market Research at Trade Level, Market Research at Consumer Level, Process of External Research, Merits & Demerits of External Research.

Unit 2 : Sampling Theory Meaning & Definition, Elements of Sampling, Objective of Sampling, Methods of Sampling, Reasons for choosing a Sample, Sampling & Non-sampling Errors. Basis of Sampling, Sampling Process.

Measurement and Scaling in Marketing Research

Unit 3 : Designing of Questionnaire: Meaning & Definition Characteristics, Types & Steps, Importance, limitations of questionnaire, Questionnaire & Schedule, Data Collection: Types of data: Primary & Secondary Data

Tabulation of Data: Meaning, Classification of Data, Tabulation of Data, Objective & Importance of Tabulation, Types of Tabulation.

Unit 4 : Analysis of Data Meaning, & Definition, Pre-requisites, Procedure, Methods, Testing of Hypothesis: Procedure of Significance of Testing, Interpretation of Data.

Reporting Writing: Meaning & Definition, Types of Reports, Objective of report writing, Composition of market research report,

Ethics & Marketing Research: Meaning & Definition, Assumptions and characteristics, Ethical Issues in Marketing Research, International Marketing Research, Total Quality Management