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Research Methodology for Business

M.Com. Semester-II

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RESEARCH METHODOLOGY FOR BUSINESS

M.Com.
(Semester – II)

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About the Book

This book "Research Methodology for Business" is mainly designed to meet the requirements of Semester-II of M.Com. Part-I students of University of Mumbai.

This book is prepared as per the new syllabus, with 60:40 pattern of Credit Based Semester and Grading System (CBSGS) which will come into effect from the academic year 2016-2017.

The book has been carefully designed to cover all the relevant topics - Introduction to Research, Research Process, Data Processing and Statistical Analysis, Research Reporting and Modern Practices in Research.

All the steps to deal with the topics by adhering to the prescribed syllabus have been taken. At the same time additional information to infuse research culture among the students have been provided. Hence this book is both examination centred and knowledge oriented.

About the Author



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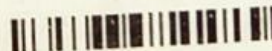
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