



# MASTER OF PHILOSOPHY IN COMMERCE

## SYLLABUS

### SESSION 2013-14

#### CURRICULUM

S. No	Code	Papers	Max. Marks	Exam. Hrs.
1	MPCO 101	Research Methodology	100	3
2	MPCO 102	Marketing	100	3
3	MPCO 103	Specialization on dissertation topic based on dissertation topic	100	3
4	MPCO104	Dissertation	100	-

#### RESEARCH METHODOLOGY THEORY AND TECHNIQUES CODE MPCO 101

##### Unit - I

**Research:** Definition, Importance and Meaning of research, Characteristics of research, Types of Research, Steps in research, Identification, Selection and formulation of research problem, Research questions – Research design – Formulation of Hypo Dissertation, Review of Literature.

##### Unit – II

**Sampling techniques:** Sampling theory, types of sampling – Steps in sampling – Sampling and Non-sampling error – Sample size – Advantages and limitations of sampling.  
Collection of Data: Primary Data – Meaning – Data Collection methods – Secondary data – Meaning – Relevances, limitations and cautions.

##### Unit – III

**Statistics in Research** – Measure of Central tendency, Dispersion, Skewness and Kurtosis in research, Hypo Dissertation, Fundamentals of Hypo Dissertation testing, Standard Error, Point and Interval estimates, Important Non-Parametric tests: Sign, Run, Kruskal, Wallis tests and Mann,Whitney test.



## Unit – IV

**Para metric tests:** Testing of significance, mean, Proportion, Variance and Correlation, testing for Significance of difference between means, proportions, variances and correlation co-efficient. Chi-square tests, ANOVA, One-way and Two-way.

## Unit – V

**Research Report:** Types of reports, contents, styles of reporting, Steps in drafting reports, Editing the final draft, Evaluating the final draft.

### Reference Books:

1. Statistical Methods - S.P. Gupta
2. Research Methodology Methods and Techniques - C.R. Kothari
3. Statistics (Theory and Practice) - B.N. Gupta
4. Research Methodology Methods and Statistical Techniques - Santosh Gupta

## MARKETING MPCO 102

## Unit – I

**Introduction:** Evolution – Meaning & Objectives of Market – Definition of Market – Classification of Markets – Marketing – Features, Objectives & Importance of marketing – Modern Marketing – Role of marketing in Economic development.

## Unit – II

**Pricing:** Importance & Objectives of Pricing – Factors affecting Pricing Decisions – Kinds of Pricing – Resale Price Maintenance – Branding – Reasons for Branding – Types of Brand

## Unit – III

**Advertising:** Introduction – Basic features – Advertising and Advertisement – Advertising and publicity – Sales organization – Need, Importance & Functions

## Unit – IV



**Sales Promotion:** Definition – Purpose – Importance – Objective – Growth – Advantages – Limitations – Kinds – Consumer Promotion – Dealer Promotion – Sales force Promotion.

### **Unit – V**

**Consumer Behaviour:** The Birth of Buying ideas – What is Buyer Behaviour? – What are Buying Motives? – Buyer Behaviour Theories – Buying Decision Process.

### **Reference Books:**

1. Marketing –
2. Marketing –

Rajan Nair.  
Sharleker.

