

Class M.B.A.

Semester II

Discipline: Management

Title of Paper & Code: Operation Research for Business Decisions (MBA 201)

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Contents

1 : Quantitative Techniques and Operations Research

Meaning, Scope of Quantitative Techniques and Operations Research in Management, Advantages and Limitations of Quantitative Techniques ,OR Models

2 : Linear Programming

Meaning of Linear .Programming, General Mathematical Formulation of LPP, Graphical Analysis, Simplex Method, Two-phase Method, Big M-Method. Duality and Post Optimality Analysis Advantage and Limitations of LPP.

3 : Transportation Model

Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) Using Modified Distribution Method and Stepping Stone Method.

4 : Assignment Problem

Assignment Model as a Particular Case of Transportation Model, Formulation of Assignment Problems, Solution of Assignment Problems Using Hungarian Method (Minimization and Maximization) Route Allocation.

5 : Dynamic Programming

Nature of Dynamic Programming Problem, Dynamic Programming Solutions for Knap Sack, Traveling Salesman (Stage Coach), Assignment of Salesmen to Sales Area and Capital Budgeting. Integer linear programming: Meaning, Application, integer programming algorithm (branch and bound algorithm, cutting plan algorithm).

6 : Waiting Line Models

Introduction, Scope in Management Decisions, Queuing Models M/M/1 (Infinite and Finite Population), Probability Calculations arid Application of M/M/C (Infinite Population)

7 : Replacement Models



Introduction Scope in Management, Single Equipment Replacement Model and Group Replacement.

8 : Game Theory & Markov Chain Analysis

Introduction to Games, Maxim in and Minimax Principles, Pure and Mixed Strategies, Solution of Games Using-Algebraic and Graphical Methods. Computation of Sequential Probability of States for Different Periods, Steady State Probability of States and Application of Markov Chain.

9 : Simulation & Computer Solutions

Introduction to simulation, Monte Carlo Technique and Its Applications. Linear programming Problem, Transportation problem with TORA and Excel solver.

Text Readings

- 1 Anderson, **Introduction to Management Science** Cengage Learning 4thedi, 2008
2. Hamdy A.Taha, **Operations Research: An Introduction**, Pearson 2008
- 3 H.M. Wagner, **Principles of Operations Research with Application to Managerial Decisions**, PHI Learning. 2nd Ed., 2009.
- 4 Chawla, **Operation Research**, Kalyani Publication Ludhiyana,2009
- 5 Sharma Anand, **Operation Research**, 2008, Himalaya Publishing House
- 6 Kalawati, **Operations Research**, Vikas Publication Pvt.ltd.2008

Suggesting Readings

1. Winston,**Operation Research Application and Algorithm**, Cengage Learning 2008
- 2 Krajewski, Ritzmen, Malhotra, **Operations management: Process & value**, Pearson 2008
- 3 V. K. Kapoor, **Problems and Solutions in Operations Research**, New Delhi, Suitan Chand and Sons, 2001
- 4 F. Hillier, **Introduction to Operation Research**, TMH, 2005
5. Bobby Srinivasan and C.L. Sandblom, **Quantitative Analysis for Business Decisions**, Singapore, McGraw Hill Publications, 2001.
6. C.R. Kothari, An Introduction to **Operational Research** , New Delhi, Vikas Publications, 3rd Ed., 2009.



Class M.B.A.

Semester II

Discipline: Management

Title of Paper & Code: Fundamentals of Operations Management (MBA 202)

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Contents

1. Introduction to Production and Operations Management:

Nature of Production / Operations Management, Production Function and its Environment, Functions of Production/Operations Manager, Organization of Production Function; Productivity- Definition, Types of Productivity, Factors affecting Productivity, Methods for improving Productivity; Standardized Service Strategy, Assemble-to-Order Strategy, Customized Services Strategy.

2. Facilities Planning:

Product Selection and Design, Service Design, Process and Technology Selection, Location of Manufacturing / Service Facility - Quantitative (Centre of Gravity Model, Median Model, Dimensional Analysis, Brown & Gibson Model) and Qualitative Model.

3. Layout of Manufacturing/service facility:

Product layout, process layout, fixed position and group layout, layout design: Relationship based and Load-Distance cost matrix. Materials handling concepts.

4. Resources Requirement Planning:

Capacity Planning, Concept and Application of Learning Curve.

5. Production Planning and Control: Aggregate Production Planning - Chase strategy, Level production strategy, Mixed strategy, Materials Requirement Planning.

6. Operations Scheduling: Production Activity Control for Mass Manufacturing.(Assembly line balancing, batch processing and Job shop -n-jobs on single machine, n-jobs on Two/Three machines (Johnson's Rule), 2-jobs on mmachines (Graphical method – Aker's Algorithm)

7. Quality Management :

Evolution of Quality Concept, TQM, Quality Gurus (Juran , Crosby, Deming), Statistical Process Control - Control Charts and their Applications, Acceptance Sampling, Operating Characteristics Curve and its applications, Quality Circles, Six Sigma, ISO 9000 & ISO14000.

8. Emerging Trends in Operations Management:

Business Process Reengineering (Principles and guidelines for implementation), Theory of



constraints.

Text Readings (Latest Editions)

1. Evans, **Operations Management Concepts Techniques and Applications**, Cengage Learning,
2. B. Mahadevan; **Operation Management; Theory and Practice**’ Pearson Education, Fifth Edition, New Delhi
3. Joseph G Monks, **Operations Management**, McGraw Hill International Publication, New York.
- 4 Ashwathappa, **Production and Operation Management**, Himalaya Publishing House.
- 5 S.N. Chary, **Theory and Problems in Production and Operations Management**, TMH
- 6 6 .A.K. Chitale and R.C. Gupta, **Materials Management-Text and Cases**, PHI Learning, 2009

Suggested Readings (Latest Editions)

1. Norman Gaither, **Operations Management**, Cengage Learning, India,
2. Slack, **Operations Strategy**, Pearson Education
3. R. Paneerselvam, **Production and Operations Management**, PHI Learning, 2009
4. LeeJ. Krajewski and Larry P. Ritzman, **Operation Management**, Pearson Education; Sixth Edition, New Delhi.



Class M.B.A.

Semester II

Discipline: Management

Title of Paper & Code: Entrepreneurship (MBA 203)

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course contents

Unit1: Introduction to Entrepreneurship

Definition of Entrepreneur, Entrepreneurial Traits, and Entrepreneur vs. Manager, Entrepreneur vs. Intrapreneur. The Entrepreneurial decision process. Role of Entrepreneurship in Economic Development, Ethics and Social responsibility of Entrepreneurs. Opportunities for Entrepreneurs in India and abroad. Woman as Entrepreneur.

Case Study:- Entrepreneurship---Luck or Persistence

Unit II: Creating and Starting the Venture

Sources of new Ideas, Methods of generating ideas, creating problem solving, product planning and development process.

Case Study: - **180s**

Unit III: The Business Plan

Nature and scope of Business plan, Writing Business Plan, Evaluating Business plans, Using and implementing business plans. Marketing plan, financial plan and the organizational plan, Launching formalities.

Case Study:-(1) Dealing with the Competition, (2) A New Spin On Music.(Kuratko)

Unit IV: Financing and Managing the new venture

Sources of capital, Record keeping, recruitment, motivating and leading teams, financial controls. Marketing and sales controls. E-commerce and Entrepreneurship, Internet advertising

Case Study: - **Darshan Enterprises**

Unit V: New venture Expansion Strategies and Issues

Features and evaluation of joint ventures, acquisitions, merges, franchising. Public issues, rights issues, bonus issues and stock splits.

Case Study: - **Satyam and GE**

Unit VI: Institutional support to Entrepreneurship



Role of Directorate of Industries, District Industries, Centers (DICs), Industrial Development Corporation (IDC), State Financial corporation (SFCs), Commercial banks Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)

Case Study:- **Project Planning A Case Study (V.Desai)**

Unit VII: Choice of organisation:

Sole proprietorship, partnership, joint stock co., and co-operatives

Unit VIII: Exit strategies and social responsibilities

Introduction, Reasons for existing and long-term preparation, short-term preparation, Introduction of social responsibility, corporate social responsibility, Dimensions of CSR

Case Study: - **Air Asia**

Text Readings:

1. Charanthimath, **Entrepreneurship development small business enterprises**, Pearson education, 2008
2. Kuratko & Hodgetts, **Entrepreneurship in The New Millennium**, 2nd Indian Reprint, 2009, Cengage learning
3. Vasant Desai: **Small scale Industries and Entrepreneurship**, Himalaya Publishing House, 2009.
4. David H Holt **Entrepreneurship: New Venture Creation**, PHI 2009
5. Rajeev Roy, **Entrepreneurship**, Oxford University press 2009

Suggested Readings:

1. Greene, **Entrepreneurship** 3 rd edition cengage learning, 2008
2. B. K. Mohanty **Fundamentals of Entrepreneurship** PHI 2009
- 3 Barringer, **Entrepreneurship** Pearson education, 2008
- 4 Kanishka Bedi, **Management and Entrepreneurship**, Oxford University Press.
- 5 Desai Vasant, **Dynamics of Entrepreneurship Development and Management**, 2008, Himalaya Publishing House
- 6 Coulter, **Entrepreneurship in Action**, PHI Learning, 2008



Class M.B.A.

Semester II

Discipline: Management

Title of Paper & Code: Fundamentals of Financial Management (MBA 204)

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Contain

Unit 1: Introduction

Financial Concepts and Nature, Scope, Function and Objectives of Financial Management. Understanding the concepts of Value Maximization and Profit Maximization, Basic Financial Decisions: Investment, Financing and Dividend Decisions

Unit 2: Sources of Finance

Understanding about short term and long term sources of funds and their characteristics

Unit 3: Financial Statement Analysis

Understanding the Parameters of health of Business: Liquidity, Profitability, Solvency and Efficiency. Understanding and computation of various tools of financial analysis-- such as Percentile Financial Statement and Ratios used in managerial decisions through analysis of financial statement of companies.

Unit 4: Statement of Changes in Financial Position

Concepts of Funds, and its Sources and Uses. Preparing and analyzing Fund flow statement and Cash Flow Statement for financial Decision

Unit 5: Leverage Analysis

Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage. CVP analysis, PV Chart and Break Even Analysis for business decisions. Importance of Margin of Safety for decision Making.

Unit 6: Operational Budgeting

Understanding the importance and process of Budgeting, Budget : Programme Budget, Fixed budget, Flexible Budget, Incremental Budget and responsibility Budgets. Concept and utility of Zero Based Budgeting, Rolling budget, Cash Budget and Operating budget.

Unit 7: Cost of Capital and Capital Structure Decision



Understanding the Concept of Cost of Capital, Computation of cost of Equity, Debt and Quasi Capital. Weighted Average Cost of Capital and Marginal Cost of Capital. Capital Structure and its Theories such as MM theory of Capital Structure.

Unit 8: Investment Decisions

Concept and Computation of Time Value of Money, DCF and Non DCF methods of Investment Appraisal. Project selection on the basis of Investment Decisions. Evaluating Investment Proposals for Decision Making. Capital Rationing

Unit 9: Understanding Working Capital

Concepts, components, Determinants and need of Working Capital. Computation of Working Capital for a Company.

Unit 10: Dividend Decision

Practices and Forms of Dividend in a Company, Residual Theory of Dividend. MM Model of Irrelevancy of Dividend.

Text Readings

1. I.M. Pandey, Financial Management, Vikas Publication House, 8th Ed., 2009
2. M.Y. Khan and PK Jain, Financial Management, Delhi, TMH, 4th Edition, 2007
3. Brigham, Fundamentals of Financial Management, 10th,edition2008, Cengage Learning,
- 4 Kulkarni, **Financial Management**, 2008, Himalaya Publishing House
- 5 Sharan.V. Financial Management, Pearson Education; Second Edition, New Delhi.
- 6 Chandra Bose Fundamentals of Financial Management, PHI, 2009

Suggested Readings

1. Prasanna Chandra, Financial Management, New Delhi, TMH, 2004.
2. Keown, Financial Management- principles & application 10th Ed Pearson Education, 2008
3. Shapiro, **Capital Budgeting & Investment Analysis**, Pearson Education 2008
4. Reddy G. S., **Financial Management**, 2008, Himalaya Publishing House



Class M.B.A.

Semester II

Discipline: Management

Title of Paper & Code: Fundamentals of Marketing Management (MBA 205)

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Contents:

Unit-1 Marketing Concepts

Customer Value and Satisfaction, Customer Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value Chain, Scanning the Marketing Environment, Marketing Mix Elements, Difference between marketing and Selling, Marketing and Corporate Strategy.

Case Study: Maruti Udyog limited I & II

Unit-2 Market Segmentation, Targeting, Positioning

Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation, Evaluating the Market Segments, Selecting the Market Segments, Tool for Competitive Differentiation, Developing a Positioning Strategy.

Case Study: Indian Air force

Unit -3 Product Decision

Objectives, Product Classification Product-Mix, Product Life Cycle Strategies, Product Diffusion Process, Equity, Challenges, Repositioning, Branding, Packaging, Introduction of Labeling. New Product Development Process,

Case Study: Indian home products (P) ltd

Unit-4 Pricing Decision

Pricing, Pricing Objectives, Demand Estimating, Price Elasticity, Pricing Decision framework, Factors Affecting Price, Pricing Methods and Strategies, Pricing Practices, Internet and Pricing, Transfer Pricing, High Sea Pricing

Case Study: Ajanta shoes company ltd

Unit-5 Distribution Decisions

Importance and Functions of Distribution Channel, Design of Distribution Channel, Management of Channels, Distribution Channel Members, Vertical and Horizontal Marketing Systems, Wholesaling and Retailing, introduction to Logistics,



Case Study: Anand distributors (P) ltd

Unit-6 Promotion Decisions

Effective Communication, Integrated Marketing Communication, Tools of IMC, Marketing Communication Process, Promotion mix, Advertising, Personal Selling, Sales Promotion and Publicity and Public Relations, Direct Marketing,

Case Study: Promotion of fairy Queen Express

Unit-7 Marketing Strategies for Leaders, Challenges, Followers and Nichers

Expanding to Market, Defining Market Share, and Expanding Market Share. Defining the Strategic Object and Openness. Choosing Goal Attacking Strategies. Market Follower Strategies.

Unit-8 Emerging Trends in Marketing

An Introduction to Internet Marketing, Multi Level Marketing and Introduction of CRM, Importance of CRM, CRM Process. E-Marketing, Green Marketing, Event Marketing, Types of Events, Sponsorship, Cause Related Marketing, Concept of Rural Marketing, Global Marketing, Marketing for Non Profit Organizations

Text Readings

1. Kotler, Keller, Koshy, Jha, **Marketing Management– A South Asian Perspective**, Pearson, 13th Edition, 2008.
- 2 Kurtz, **Principles of Marketing**, Cengage Learning, India, 2008
- 3 S. Neelamegham, **Marketing In India**, 3rd Edition, Vikas publishing house, 2009
- 4 Biplo Bose, **Marketing Management**, 2008, Himalaya Publishing House.
- 5 Paul Baines, Chris Fill, Kelly Page, **Marketing**, Oxford University Press, 1st Edition 2009
- 6 Winner **Marketing Management**, 3rd edition Pearson 2009

Suggested Books

1. William L. Pride and O.C. Ferrell, **Marketing Concepts and Strategies**, Boston, Houghton Mifflin Co., 8th Ed., 1993.
2. Czinkota and Kotabe , **Marketing Management** , Cengage Learning, India 2007
3. West, Ford, Ibrahim, **Strategic Marketing**, Oxford University, 2009
4. Evans, **Marketing Management** Cengage Learning, India ,2008.



Class M.B.A.

Semester II

Discipline: Management

Title of Paper & Code: Fundamentals of Human Resource Management (MBA 206)

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Content

1: HRM Concept

Definition, Concept, Evaluation and Relevance of HRM. Human Resource Functions, HRM in Indian and Global Scenario. Human Resource Policies.

Case: Vindhya Steels Ltd

2: Human Resource Acquisition Process

Job Analysis- Job Specification, Job Analysis Methods, Human Resource Planning Concept and Process of HRD, HRP Process at National and Corporate Level, Human Resource Information System. Steps of HRIS, Recruitment, Sources of recruitment, Selection, Stages in selection process. Global Scenario in HR Acquisition

3: Human Resource Training and Development.

Orientation, Training and Development Process and Methods, Need Assessment, Training Evaluation, Approaches and Types of Evaluation Instruments, Developing Effective Training Programmes, HRD mechanism, HRD for Organisational Effectiveness

4: Appraising and Improving Performance:

Basic Concepts Objectives and Process of Performance Appraisal Systems, Performance verses Potential Appraisal, Types of Employee Appraisal Systems, New Trends in Performance Appraisal Systems at Global level, Succession Planning, Career Planning and Assessment Centers.

Case: Appraising the Secretaries at Sweetwater U

5: Maintenance of Human Resources:

Job Evaluation, Incentive and Reward System, Objectives and Major Phases of Compensation Management, Cross-national variation in reward structures.

Case: Swati Textile India Limited.

6: Knowledge Management & International HRM



Knowledge & knowledge transfer, knowledge and situation cognition, Implications for knowledge transfer, knowledge management in multinational companies, knowledge management & International HRM.

Text Readings

- 1 Bohlander, **Human Resource Management**, 14th edition Cengage Learning, India, 2009
- 2 Dessler, Verckey, **Human Resource Management**, Pearson Education, 2009
- 3 Monir H. Tayeb, **International Human Resource Management**, Oxford, 2009 5
- Patnaik, **Human Resource Management**, 3rd edition, PHI, 2009
- 6 Subba Rao, **International Human Resource Management**, 2009, Himalaya Publishing House.

Suggested Readings

- 1 Tony Edwards, Chrisrees, **International Human Resource Management**, Pearson Education, 2008
- 2 K. Asawatthapa **International Human Resource Management**, TMH, 2007
- 3 Jeffery Mello, Human Resource Management, Cengage Learning, India, 2008
- 4 Subba Rao, **Essential of HRM and Industrial Relation**, 2008, Himalaya Pub. House.
- 5 Methis & Jackson **Human Resource Management 12th edition, 2008** Cengage Learning
- 6 Dowling, **International Human Resource Management** Cengage Learning, India, 2007



Class M.B.A.

Semester II

Discipline: Management

Title of Paper & Code: Business Ethics & Indian Ethos in Management (MBA 207)

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Contents

Section A

PART – I BUSINESS ETHICS

1. The Nature and Purpose of Ethical Reflections: Introduction, Definition of Ethics, Moral Behavior, Characteristics of Moral Standards.
2. Business Ethics: Mediating between Moral Demands and Interest, Relative Autonomy of Business Morality, Studies in Business Ethics, Role of Ethics in Business, Theory of Voluntary Mediation, Participatory Ethics.
3. Moral Responsibility: Introduction; Balanced Concept of Freedom, Individual Responsibility, Implications related to Modern Issues, Public Accountability and Entrepreneurial Responsibility, Moral Corporate Excellence, Corporate Responsibility.
4. Business Ethics and Individual Interest: Interest based Outlook, Impact of Interest on Moral Goals and Moral Principles, Utilitarian Views on Business Ethics, Enlightened Egoism.
5. Duty ethics in the Business Environment.
6. Theories of Virtue: Productive Practices and Team Motivation, Prospects of Virtues in Business Ethics and Management Theory.

PART - II MANAGEMENT BY INDIAN VALUES

1. Management, Culture and Ethos - Role and Significance of Ethos in Managerial Practices, Management is Culture Bound.
2. Sources of Indian Ethos in Management: Vedas, Shastras, Smrities, Puranas, Upnishads, Ramayan, Mahabharat, Arthashastra, Ramcharitamanas, Panchatantra, Hitopadesh, Guru Granth



Sahib, Teachings of Buddha and Mahaveer, the Holy Bible, the Holy Quran etc. – examples and models from the above texts.

3. Models of Leadership and Motivation in Indian Thoughts, Examples from Scriptures.
4. Human Behaviour – Indian Thoughts, Guna Theory, Sanskara Theory.
5. Karma Theory, Nishkama Karma Yoga and Professionalism.
6. Personal and Managerial Effectiveness in Indian Thoughts - Management of the Self – Management of Body, Thoughts and Emotions; Interpersonal and Group Effectiveness.
7. Cultural Heritage of India and its relevance for Modern Management:
Concept of ‘Pancha - Rina’ (five- fold debt) and Corporate Social Responsibility,
Four – fold Life Goals (Purusharth Chatushteya) and Business, Sanskara
Values Vs. Skills – Supremacy of Values over Skills, Role Vs. Self.
8. Work Place Spirituality.

Section B

Cases in Business Ethics and Management by Indian Values.

Text Readings

1. A.C Fernando, **Business Ethics: An Indian Perspective**, Pearson 2009
2. Weiss, **Business Ethics concept & cases**, 1st edition, 2009, Cengage Learning
- 3 Velasquez, **Business Ethics, Concepts & Cases**, 6th edition, 2009, PHI
- 5 Murthy, **Business Ethics**, 2009, Himalaya Publishing House
- 6 Al Gini, **Case Studies in Business Ethics**, 6th edition 2009, Pearson Education.

Suggested Readings

1. Shashtri J.L., **Ancient Indian Traditions and Mythology** , 1st edi, Motilal Banarsidas, New Delhi
- 2 F. Max Muller , **Sacred Books of East** ,Motilal Banarsidas, New Delhi
- 3 S.K. Chakraborty, **Ethics in Management-Vedantic Approach**, New Delhi, Oxford India Ltd.,
- 4 Swami Jitatmananda, **Indian Ethos for Management**, Rajkot, Ramakrishna Ashrama, 1996.
- 5 Swami Someswarananda, **Indian Wisdom for Management**, Ahmedabad, AMA. 2000.
6. Swami Rangnathananda, **Universal Message of the Bhagvad Gita**, Vol. 1 , 2 and 3, Caicuna Advaita Ashrama, 2001.



Class M.B.A.

Semester II

Discipline: Management

Title of Paper & Code: Business Research Methods (MBA 208)

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will have 7 theory questions out of which students will be required to attempt any 5 questions.

Course Contents

Unit I: Introduction.

1. Business Research, Meaning and methods of research. Research Process, Identification and formulation of Research Problem.

Unit II: Research Design:

Variables and types of variables, Hypothesis, Types and formulation of Hypothesis, Research Design and Types of research designs, Need for Research Design Features of a good research design and, Different research design-- Exploratory, Descriptive. Experimental and Diagnostic and Survey Research.

Unit III: Measurement Methods:

Interviews and Surveys. Observation, Content Analysis and Measurement Scales, Techniques of Developing Scales, Reliability and Validity of scales.

Unit IV: Data Analysis:

Data analysis using statistical Packages, Hypothesis Testing, Parametric and Non-Parametric Tests, Analysis of Differences between a Single Sample and a Population, Analysis of Differences between Two or More than Two Levels of an Independent Variable, Analysis of Designs with More than One Independent Variable, Analysis of relationships, statistical inferences for one or two samples. Chi-square tests, Analysis of Covariance (ANCOVA) and Use of Multivariate Analysis in Business Research.

Unit V: Sharing the Results.

Reporting Research, Types of reports and Characteristics of a research report.

Text Readings

1. William G. Zikmund, **Business Research Methods, 7th edi.** Cengage Learning, India.



2. 2. K.N. Krishnaswamy, Appa Iyer Sivakumar, M.Mathirajan, **Management Research Methodology:**
3. **Integration of Principles, Methods and Techniques**, Pearson Education 2008
4. 3. J. K. Sachdeva, **Business Research Methodology**, 2008, Himalaya Pub. House
5. 4. Paul E. Green, Donald S. Tull, **Research for Marketing Decisions**, PHI. 5th edition 2008
6. 5. Ranjeet Kumar, **Research Methods**, Pearson Education 2009
7. **Suggested Readings**
8. 1. Donald S. Tull, Del I. Hawkins, **Marketing Research, Measurement and Methods**, 6th edition,
9. PHI Learning, 2009
10. 4 Naresh Malhotra and Satya Bhushan Das, **Marketing Research: An applied Orientation**,
11. Pearson Education, 2008.
12. 5 Mcburney, **Research Methods**, 7th edition, Cengage Learning, India.

