

Batch Name: BBA SEM-4th

Subject : Social &amp; Marketing Research Methods

Faculty Name : Dr Neshat Qamar

Batch Time :

Days	Chapter / Topic / Schedule of Class	Topics Covered	Date	No. of Students Present	Days Ahead / Behind of planned	Signature of the Faculty Member	Signature of a Student
1	<b>Chapter 1 . INTRODUCTION</b>	Introduction of Indian Society, Social Stratification					
2		Religion, Caste & Class System, Communities, Minorities					
3		Ethnic Groups, Weaker Sections					
4		Schedule Caste, Schedule Tribes, Backward Class					
5		Constitutional Provisions for SC, ST & OBC					
6	<b>Chapter 2. SOCIO-ECONOMIC PROBLEMS</b>	Poverty, Illiteracy, Unemployment, Child labour					
7		Migration, Housing, Occupational Diseases, Insurgency					
8		Terrorism, Crime, Project affected People, Beggary					
9		Social Destitution,Aged Population, Juvenile Delinquency					
10		Problems in family life					
11		Assignment					
12		PPT BASED ACTIVITY					
13		<b>QUIZ</b>					
14	<b>Chapter 3. INDIAN CULTURE</b>	Features,Characteristics & Diversity,Human Values					
15		Differences with Western Culture, Value in Work life					
16		Value Crisis in Contemporary Indian Society					
17	<b>Chapter 4.RESEARCH METHODS 1</b>	Research Methods, Data & Information, Validity&Reliability					
18		Deduction & Induction,Quantitative & Qualitative					
19		Research Project, Choice of Topic,Research Proposal					
20		Objective, Hypothesis, Methodology, Time Frame					
21		Research Design-Exploratory,Descriptive,Experimental					
22		Interview Methods					
23		Observational Methods					
24		Questionnaire, Schedule, Case Studies, Action Research					

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25	<b>Chapter 5. RESEARCH METHODS 2</b>	Documentary Sources, Survey Methods					
26		Survey Designs, Sampling, Qualitative & Quantitative Data					
27		Scaling Techniques					
28		Scaling Techniques concept					
29		Types of Scaling Techniques					
30		Rating & Ranking Scales					
31		Class Test					
32		Quiz					
33	<b>Chapter 6. DATA ANALYSIS</b>	Types of Research Data, Frequency Distribution					
34		Bar Chart, Histograms, Pareto Charts, Statistical Tools					
35		Mean, Median, Mode, Correlation, Regression					
36		Test of Significance based on T,F & Z Distribution					
37		Chi-Square Test, Basic concept of Discriminant Analysis					
38		Factor, Cluster & Conjoint Analysis, MR Applications					
39	<b>Chapter 7. REPORT WRITING</b>	Introduction of Report					
40		Types of Report					
41		Characteristics of a good Research Report					
42		Formatting					
43		Title Page, Abstract					
44		Body of Report					
45		Introduction of the Topic, Methods, Sample					
46		Measures , Design, Result					
47		Conclusion, References					
48		Tables , Figures, Appendices					
49		Qualities of a good Researcher					
50		Presentation of Report					
51		Skills & Methods of Presentation					

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52		Use of Technology in Research					
53		Quiz					
54		Assignment- How to write a Research Paper					