



Peer Reviewed Referred
and UGC Listed Journal
Journal No.: 47100



**AN INTERNATIONAL MULTIDISCIPLINARY
HALF YEARLY RESEARCH JOURNAL**

GENIUS

Volume - VI, Issue - II, FEBRUARY - JULY - 2018
ISSN - 2279 - 0489

Impact Factor - 4.954 (www.sjifactor.com)

PART - III

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Students' Perceptions Regarding SIM (Self Instructional Material) Books with Special Reference to MBA Programme of YCMOU

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Introduction

The Yashwantrao Chavan Maharashtra Open University (YCMOU) was established on 1st July, 1989 through Act XX of 1989 of the Maharashtra State Legislature, justly named after Yashwantrao Chavan, Maharashtra's great political leader and builder of modern Maharashtra.

All the programmes offered by different schools have become extremely popular and are among the best in Distance Learning Programme methods.

The M.B.A. programme of YCMOU is offered through School of Commerce and Management and is designed to:

1. Help practicing managers to become more effective decision makers in their fields by updating their knowledge and managerial skills.
2. Enable budding managers to develop their skills of critical analysis, logical thinking and creative imagination.
3. Enable the managers to make independent judgments in the analysis and resolution of complex managerial problems.

MBA students are required to successfully complete 20 courses in two years excluding Project Work. They are given printed study material in Self Instructional Format and for guidance 10 counseling sessions per course are conducted at the study centers.

- b. Secondary Data:** Secondary data was collected from published books, internet, newspapers, journals, magazines, and university web links, printed and unprinted material.

Sampling Plan and Design:

The sampling plan and design for the present study undertaken was as follows:

a. Sampling Frame:

There are 124 MBA YCMOU study centers in 8 Regions across Maharashtra. From every region 2 Study centers were selected using convenience sampling method. From each study centre 6 MBA students were randomly selected for the research study.

b. Sampling Method:

Random sampling for MBA students was followed for this research study.

c. Sampling Unit:

The study was conducted on:

MBA Students: The term student here relates to a person who has taken admission to MBA programme having permanent Registration Number allotted the University.

d. Research Tools to be used:

A structured separate questionnaire was prepared by the investigator for students.

e. Sample Size:

Total sample size for the research undertaken was 120 MBA students of YCMOU.

f. Sample Size Justification:

This sample size can be justified on the ground that the researcher is an individual and the area to be covered is too vast for him, if each of the sample unit is picked up randomly, there shall be an equal opportunity for each and every unit in the population for being picked up as sample. This will minimize the chances of bias in the treatment of the topic.

After carried out the survey and collection of the data from the students, following is the statistical interpretation of the data and testing of the hypothesis.

Printed MBA Self Instructional Material (SIM) is "Easy to Understand"

| Students' Opinions | Frequency of Responses (N) | Percentage of Respondents (%) | Chi-Square value, Degrees of Freedom(df) | p value | Interpretation |
|--------------------|----------------------------|-------------------------------|--|---------|--------------------|
| Strongly | 42 | 35 | 171.000, 4 | 0.000 | Highly significant |

| | | | | |
|----------------------------|------------|------------|--|---|
| Agree | 72 | 60 | | difference in proportions Ho is rejected |
| Neither Agree nor Disagree | 6 | 5 | | |
| Disagree | 0 | 0 | | |
| Strongly Disagree | 0 | 0 | | |
| Total | 120 | 100 | | |

Source: Survey Conducted.

As per the responses given by the Students, 60 per cent agree, 35 per cent strongly agree, 0 per cent disagree, 5 percent neither agree nor disagree whereas 0 per cent strongly disagree. There is highly significant difference in the proportions of responses, at $p = 0.000$, Chi-Square value- 171.000, Degrees of Freedom (df)4. This indicates that most of the students agree about Printed MBA self instructional material is "easy to understand"

Printed MBA Self Instructional Material (SIM) is "Relevant"

| Students' Opinions | Frequency of Responses (N) | Percentage of Respondents (%) | Chi-Square value, Degrees of Freedom(df) | p value | Interpretation |
|----------------------------|----------------------------|-------------------------------|--|---------|--|
| Strongly Agree | 12 | 10 | 372.000, 4 | 0.000 | Highly significant difference in proportions Ho is rejected |
| Agree | 108 | 90 | | | |
| Neither Agree nor Disagree | 0 | 0 | | | |
| Disagree | 0 | 0 | | | |
| Strongly Disagree | 0 | 0 | | | |
| Total | 120 | 100 | | | |

Source: Survey Conducted.

As per the responses given by the Students, 90 per cent agree, 10 per cent strongly agree, 0 per cent disagree, 0 percent neither agree nor disagree whereas 0 per cent strongly disagree. There is highly significant difference in the proportions of responses, at $p = 0.000$, Chi-Square value- 372.000, Degrees of Freedom (df) 4. This indicates that most of the students agree about Printed MBA self instructional material is "Relevant"

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