

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

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FINDINGS

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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A COMPARATIVE STUDY OF THE VOCATIONAL INTEREST OF THE STUDENTS OF ARTS, SCIENCE AND COMMERCE STUDYING AT GRADUATION LEVEL WITH SPECIAL REFERENCE TO BAREILLY CITY

BINDU ROY
ASST. PROFESSOR
DAV CENTENARY COLLEGE
FARIDABAD

ABSTRACT

Vocational Interest is a tendency of a person towards the possible vocational choices and goals. Vocational interest of the student depends upon the knowledge, attitudes, values, physical characteristics and environmental influences. Through this research paper, the researcher has compared the vocational interest of the students of arts, science and commerce stream studying at graduation level in colleges of Bareilly City. The hypothesis of the study is that there is no significant difference among the vocational interest of the students of arts, science and commerce stream studying at graduation level. The researcher has collected a sample of 180 students, 60 students in each academic stream using Random Sampling Technique and selected Vocational Interest Record Test to compare the vocational interest of the students of arts, science and commerce stream studying at graduation level. The researcher has used the statistical technique like Mean, Standard Deviation, Standard Error, Critical Ratio, Student (t) test and F-ratio to test the null hypothesis of the study and the findings reveal that academic stream does not affect the vocational interest of the students studying at graduation level at the present time. Now-a-days, the students do not choose their vocations on the basis of their educational stream and their personal interest. So, there is no significant difference among the vocational interest of the students of arts, science and commerce stream. This study will provide an opportunity to teachers, parents and career counselors to guide students towards right selection of vocations and subjects in accordance with their vocational interest.

KEYWORDS

Vocational interest, Students of arts, science and commerce stream, Bareilly city.

INTRODUCTION

Education is a dynamic process which brings the changes in the behavior of the pupil and develops him intellectually, socially, culturally and spiritually in such a way by allowing reasonable independence keeping in view consciously or unconsciously the personal interest, attitudes, capabilities, abilities, social ideals and needs of the pupil so that both the individual and the society may touch the peaks of the progress.

At the present time, the aim of education is to give the students the knowledge of the world in which they live and to train them to acquire some technical skill by which they can earn a livelihood. That's why there is too much craze for vocational education among students. The students of arts, science, and commerce at the graduation level are highly interested for vocational education because in the present age of competition, only bookish knowledge is not sufficient for making own existence, so generally most of the students like to join vocational education to be self depended economically and to spend a luxurious life.

SIGNIFICANCE OF THE STUDY

Interest is a state of motivation or set that guides behavior in a certain direction or goal. An individual has different types of interest towards various subjects, persons, objects, activities, trades etc. Someone wants to be an administrative officer, someone wants to be a doctor, someone wants to be a lawyer or a teacher or an engineer or a business man or an entrepreneur. Researches reveal that if one is interested in some particular job and has a positive attitude towards it, he can do that job more quickly, effectively, successfully than another person having less interest and negative attitude towards the same. It is essential to know the one's attitude and interest so that right person for right job may be matched.

In the same way, in education, if the students are interested in subject and have a positive attitude towards the same, they will feel satisfaction, pleasure in the subject and will perform better. That's why the researcher selected this problem.

DEFINITION OF THE MAIN TERM – 'VOCATIONAL INTEREST'

Vocational interest is a tendency of a person towards the possible vocational choices and goals. Vocational interest of the student depends upon the knowledge, attitudes, values, physical characteristics and environmental influences. Vocational interest influences vocational maturity and vocational choices in later life, which, in turn, affects job satisfaction and optimization of job performance.

LITERATURE REVIEW

It is well said that past is the way of knowing the future. In the light of past experience, one can forecast the future and assess the present well. The review of related literature done by various investigators is given below in brief-

SINGH, ANUP "A COMPARATIVE STUDY OF VOCATIONAL INTEREST OF SECONDARY LEVEL STUDENTS" 2014

Through this research work, the researcher has tried to know and acknowledge the vocational interests of girls and boys of secondary students and to study the relationship between vocational interest and values of secondary level students. The hypothesis of the study is that there is no significant difference in vocational interest of girls and boys of secondary level. The findings of the study are that the girls were slightly more interested in literary, commercial, constructive, artistic, social and household fields but the boys were slightly more interested in scientific, executive, agriculture and persuasive fields than the girls.

AMANI, JAQUILINE "SOCIAL INFLUENCE AND OCCUPATIONAL KNOWLEDGE AS PREDICTORS OF CAREER CHOICE INTENTIONS AMONG UNDERGRADUATE STUDENTS IN TANZANIA" 2013

The purpose of this study was to examine the extent to which occupational knowledge and social influence from significant others predict intentions of undergraduate students to join their careers upon completion of their studies in Tanzania. Based on its quantitative character, a cross-sectional survey design was opted. A convenient sample of 100 first and finalist undergraduate students (63 males, 37 females; age range 19 to 40 years) participated in this study. The structured questionnaire was used to assess the demographic characteristics, level of occupational knowledge, social influence, and career choice intentions. The study found that undergraduate students' intentions to join their careers were highly determined by their level of occupational knowledge and social influence from significant individuals such as parents, friends, and lecturers. It was further revealed that there was low but positive correlation between occupational knowledge and career choice intentions. Overall, the study found that majority of students intend to join their careers upon their graduation.

YADAV, MRS. MEENU AND DR. YADAV, G.L. "A COMPARATIVE STUDY OF EDUCATIONAL AND VOCATIONAL INTEREST OF BOYS AND GIRLS OF CLASS 9 IN GURUKUL" 2012

In the present research, a significant difference has been established in Educational & Vocational interests of boys and girls. On comparing mean, both the sexes are having Educational Interests. Record (EIR) maximum in Fine Arts and minimum in Agriculture where as in Vocational Interest Record (VIR) maximum in executive (Administrative) and minimum in constructive fields. As pertaining to 't' ratio comparison of Educational Interest Record (EIR) and Vocational Interest

Record (VIR) among Boys vs Boys, Boys vs Girls and Girls vs Girls; the results are found to be significantly different at some places at 0.01 level or 0.05 level where as insignificant differences were found at other places as depicted in this article.

REDDY, P. ADINARAYANA, D.DEVI, UMA AND REDDY, E. MAHADEVA "A STUDY OF THE VOCATIONAL EDUCATION PREFERENCES AND INTERESTS OF THE INDIAN UNDERGRADUATE STUDENTS" 2011

The study identifies the priorities of vocational educational courses and interests of the Indian undergraduate students. The study was conducted in S.V. University area covering 300 undergraduate students of Arts, Commerce and Science streams. The study identified the more prominent, prominent and less prominent vocational educational courses. Further, studies the association between vocational education interests and the background of the students (sex, caste, stream of study, year of study and area). The difference between various groups of students belonging to above groups in their vocational education interests of the undergraduate students was also identified. The study provided a suggestive list of vocational educational courses for undergraduate students for enhancing their employability.

MATTOO, MOHAMMAD IQBAL " VOCATIONAL INTERESTS AND ACADEMIC ACHIEVEMENT OF SECONDARY SCHOOL STUDENTS AT DIFFERENT LEVELS OF CREATIVE THINKING ABILITY-A COMPARATIVE STUDY." 2011

The study was carried out with an attempt to find out how a particular age group with a fibre of high creative potential are differentiable from the ones who possess low level of creative ability on certain areas of vocational interests and academic achievement. A sample of 1000 students (700 boys and 300 girls) was selected from 26 secondary schools of Kashmir valley. Baquer Mehdi's Verbal Test of Creative Thinking Ability and Chatterji's Non-language Preference Record were used to collect the data. Following the criteria of top 25% (Q3) and bottom 25% (Q1), two extreme groups (high and low) were identified. Two way analysis of variance was used to find out the differences between these two categories. The findings revealed that the two groups have been seen to differ significantly on variables under investigation excluding academic achievement. Besides, gender differences could not be established.

IMMANUEL, ZARINE AND KENNETH, DR. KALYANI "FACTORS INFLUENCING CAREER CHOICE AMONG ADOLESCENTS" 2011

The investigator has examined the stability of career interests of middle and high school students in this paper. The study aims to analyze the influence of certain factors such as the ordinal position, socio-economic status, and the urban, rural area as factors affecting the adolescents' choice in career. "Stratified Random Sampling" method was adopted for selecting the sample. The investigator randomly selected 100 adolescents. From the 100 students, 50 were boys and 50 were girls. The investigator with the help of the class teacher gave them the questionnaire to be filled in & returned. Since, the objective of the study is to find out if there is any significant difference in career choice among adolescents, t – test as a statistical tool is used. The research results acquired indicate that there is no difference in career choice between the first-born and the second born adolescents. It also shows that there is significant difference in the career choice among the lower income group and middle-income group adolescents. There also exists an observable difference in career choice among adolescents coming from the rural and urban areas. It can also be seen that there is a significant difference in career choice among adolescents from middle and higher secondary schools. Hence, it can be concluded that factors, such as ordinal position, economic status (income category) rural & urban areas, and the standard of class does influence the career choice of adolescents.

PATIL, MR. SAMBHAJI G. AND DESHMUKH, DR. SHAMKANT "VOCATIONAL GUIDANCE" MAY, 2011

This paper presents the various information of Vocational guidance for students. In this paper mostly focus for what is vocational guidance and their needs of Vocational organized programmes and their different stages, in this paper also included the different services Rendered by Vocational guidance programme and lastly details of vocational Interests.

AGARWAL, TANUJA "FACTORS INFLUENCING CAREER CHOICE OF MANAGEMENT STUDENTS IN INDIA" 2008

Purpose – This paper aims to explore the influence of a range of factors on the career choice of management students in India. The importance of different individuals in the family and at work in making career choices among these students is also to be explored. In addition, the study seeks to address the relationship of the cultural values of individualism-collectivism and the protean/conventional career orientations of MBA students from India, with factors as well as people influencing the choice of a career.

Design/methodology/approach – Participants consisted of 93 students from India entering management, who were starting their first year of the two-year full time MBA program. Self-administered questionnaires were used to gather data on factors and types of relationships influencing career choice, individualism/collectivism, and protean/conventional career orientation.

Findings – "Skills, competencies, and abilities" was the most important factor and "father" was the most significant individual influencing the career choice of Indian management students. The predominant cultural value was collectivism, although the students demonstrated individualist tendencies in some contexts. A protean orientation guided the career orientation of these students.

ARORA, P.N. "EDUCATIONAL AND VOCATIONAL ASPIRATIONS OF STUDENTS OF CLASS XII" 1988

Arora conducted a study of educational and vocational aspirations of the students of class XII. This study reported about the vocational aspirations of students of class XII against their socio-economic background. The major findings of this study were that none of the boys whose fathers were doctors, engineers or teachers obtained marks less than 45%. The sex-wise degree of importance of reasons motivating students to pursue higher education was also studied. The reasons regarded most important by boys were a desire to cultivate the right interest, attitudes, morals and intellectual values. The reasons regarded most important by girls were a desire to cultivate the right interests, to seek new knowledge and to have a good social life.

BHARGAVA, R. "A STUDY ON THE INTEREST AND DIFFICULTIES FACED BY THE STUDENTS STUDYING IN THE VOCATIONAL EDUCATION STREAM" 1991

Bhargava investigated into the interests and difficulties faced by the students studying in vocational education stream. The major findings in this research work was that majority of students chose vocational education out of their interest while a smaller section joined it as they could not get admission in academic stream. Most of the students felt that vocational education was purposeful, interesting and important for enhancing employment and thereby leading to national development. The majority of parents opined that their wards were interested in vocational education and that it was better than pursuing academic education as it prepared them for employment and self-education.

CHOUDHARY, KIRTI "A STUDY OF VOCATIONAL ASPIRATION AND ACADEMIC CHOICE AND THEIR RELATIONSHIP WITH PARENTAL BACKGROUND" 1995

Choudhary conducted a study of vocational aspiration and academic choice and their relationship with parental background related to education and occupation. The research project reported that about forty percent of students wanted to be either doctor or engineer. The students selected science stream for their future career. The study did not find relationship between occupations of father and occupation choice of students.

GAUTAM AND VIMLESH "AN INVESTIGATION INTO THE EDUCATIONAL AND VOCATIONAL INTERESTS OF STUDENTS AT DELTA STAGES, AND THEIR IMPLICATIONS FOR FUTURE CURRICULA"

Gautam & Vimlesh designed a study to determine educational and vocational interests of students of class VII to X. The aim of this investigation was to arrive at implications for their future curricula. A significant correlation was found in the preference order of boys of Class VIII to X in both educational and vocational interest areas. No significant correlation was found in the preference order of girls of classes VIII and X in the educational interest area, while a significant correlation was noted in vocational interest area.

GUPTA, V. "A STUDY OF VOCATIONALISATION OF EDUCATION AT THE +2 STAGE IN UNION TERRITORY OF DELHI," 1990

Gupta addressed the problem of funding vocational education at +2 stage in Union Territory of Delhi. It was found that in the Union Territory of Delhi, vocational courses were introduced in schools on the basis of the availability of teachers and infrastructure facilities. Most of the school had part-time teachers to teach the courses. However, enrollment to these vocational courses was found to be increasing as the passed out students were being absorbed in the employment.

JOSHI, L.N. "VOCATIONAL ACHIEVEMENTS AND PROBLEMS FACED BY STUDENTS WHO HAD PASSED THE +2 VOCATIONAL EDUCATION EXAMINATION" 1992

Joshi presented the vocational achievements and problems faced by students who had passed the +2 vocational education examination. The study reported that about one fourth of the total students who opted for vocational education at +2 stage were either self-employed or employed by other organisation on the basis of their vocational education. Less than ten percent students were doing jobs other than what they had studies and about fifteen percent students opted for higher studies. It was also reported that the students who got jobs based on their vocational qualification were not satisfied because of meager salaries, lack of sufficient skills on their part and job insecurities.

MISHRA, C.K. AND VERMA, A.P. "A QUICK APPRAISAL OF THE CENTRALLY SPONSORED SCHEME OF VOCATIONALISATION OF SECONDARY EDUCATION IN UTTAR PRADESH" 1990

Mishra and Verma attempted an appraisal of the centrally sponsored scheme of vocationalisation of secondary education in Uttar Pradesh. The research project attempted to assess the status of implementation of centrally sponsored scheme of vocationalisation of education at the +2 stage in the state and to identify the difficulties in implementation of the scheme. It was reported that the management system as suggested in the centrally sponsored scheme had not been fully implemented at the directorate SCERT and district levels. There was dearth of textbook, teacher's, guides, practical manuals and other instrumental materials for almost all vocational courses. In most of the schools full strength of teachers were not appointed. The majority of schools faced the problem of shortage of furniture and library books.

MOHAN, SWADESH AND GUPTA, NIRMAL. "FACTORS RELATED TO CHOICE OF VOCATIONALCOURSES" 1990

Mohan and Gupta studied the factors related to the choice of vocational courses. The study attempted to identify those factors that determine the choice of vocational courses and to compare the attitude of children who join vocational & technical programmers with those who opt for academic courses. The study reported that some of the significant factors for joining vocational and technical courses are interest and motivation for a particular kind of activity, personal concern, asset, set of value cherished, level of self concept; attitudinal aspect, career maturity and future prospects. As per the study these factors varied in degree from child to child and no generalisation could be made about their relative importance for a child.

OBJECTIVES OF THE STUDY

1. To compare the vocational interest of the students of commerce stream and students of arts stream studying at the graduation level.
2. To compare the vocational interest of the students of commerce stream and students of science stream studying at the graduation level.
3. To compare the vocational interest of the students of science stream and the students of arts stream studying at the graduation level.
4. To compare the vocational interest of the students of arts, science and commerce stream studying at the graduation level.

LIMITATIONS OF THE STUDY

Although the surface study will be based on the country but the focus will be on Bareilly City. There are 12 degree colleges affiliated with the M.J.P. Rohilkhand University in Bareilly City.

HYPOTHESIS OF THE STUDY

The null hypothesis of the present study is as follows-

1. There is no significant difference between the vocational interest of the students of commerce stream and the students of arts stream studying at the graduation level.
2. There is no significant difference between the vocational interest of the students of commerce stream and the students of science stream studying at the graduation level.
3. There is no significant difference between the vocational interest of the students of science stream and the students of arts stream studying at the graduation level.
4. There is no significant difference among the vocational interest of the students of arts, science and commerce stream studying at the graduation level.

RESEARCH METHODOLOGY

METHOD OF STUDY

Method of research are sometimes determined by the theory related to the problem under study, objectives of the study and resources of the investigator. These considerations have led the researcher to use 'Survey method' of the research for the present study.

DESIGN AND PROCEDURE

Students of arts, science and commerce studying at graduation level in the degree colleges of Bareilly city constitute the population for the present study. There are 12 degree colleges of Bareilly city in the population for the study. But the researcher has selected 6 colleges using "Random Sampling Technique". They are as follows:

1. Bareilly College, Bareilly
2. S.R.S.M. Mahavidyalaya, Bareilly
3. Kanya Mahavidyalaya, Bhoor, Bareilly
4. Khandelwal College, Bareilly
5. S.B.I.I.T., Bareilly
6. Regional college, Bareilly

Now the researcher has found out the above degree colleges to collect the sample by using "Random Sampling Technique" on the students present in the arts, science and commerce classes at that time. The investigator has collected a sample of 180 students. She has collected data from a sample of 60 students in each academic stream (art, science and commerce).

STATISTICAL TOOLS AND TECHNIQUES

STATISTICAL TOOL

The researcher has selected 'Vocational Interest Record Test' to compare the vocational interest of arts, science and commerce students studying at the graduation level. Vocational Interest Record Test has been constructed and standardized by Dr. D.N. Srivastava, Deptt. Of Psychology, Agra College, Agra and Prof. V.P. Bansal, Principal, Govt. College of Education, Bhiwani (Haryana). It is published by Agra Psychological Research Cell, Tiwari Kothi, Balanganj, Agra. The Vocational Interest Record has been developed for use with school and college students. The items of different vocational and activities related with vocational were selected with the help of the careful study of the relevant literatures and from some popular tests in this field. The Vocational Interest Record is a self-administering. There is no time limit for this interest record. Ordinarily an individual takes about 10-15 minutes time to complete it. The Vocational Interest Record has been prepared both in Hindi and English.

VOCATIONAL INTEREST RECORD TEST TABLE

S.No.	Vocational Interest	Symbols Used	No. of items
1	AGRICULTURE	AG	16
2	ARTISTIC	AR	16
3	COMMERCIAL	CO	16
4	EXECUTIVES	EX	16
5	HOUSE HOLD	HH	16
6	LITERARY	LI	16
7	SCIENTIFIC	SC	16
8	SOCIAL	SO	16

DATA COLLECTION

After systematic sampling technique, investigator selected the students on which test is to be administered. The investigator distributed the test among the students and instructed them properly when the test is filled up; the test photocopies are collected from the students.

Then total score of arts, science and commerce students is prepared with the help of manual in which scoring of this test is given by Dr. D.N. Srivastava and Prof. V.P. Bansal.

STATISTICAL TECHNIQUE

After collecting data and scoring, appropriate statistical procedure has been adopted. The investigator has used the statistical techniques like Mean, Standard Deviation, Standard Error, Critical Ratio, Student (t) test, f-Ratio and level of significance to test the null hypotheses and draw the conclusions from the large group of data.

ANALYSIS AND INTERPRETATION

After administering the test on students and scoring the test, raw scores are collected. These raw scores are distributed in the form of frequencies. Finally, each hypothesis is tested by using statistical techniques and got the results which is interpreted as follow-

ANALYSIS OF HYPOTHESIS NO. 1

ITEMS	COMMERCE STUDENTS	ARTS STUDENTS
MEAN	26	27.33
STANDARD DEVIATION	20.7	63
STANDARD ERROR	8.56	
CRITICAL RATIO	.16	
DEGREE OF FREEDOM	118	

INTERPRETATION

The findings of the first objective pertaining that the calculated value of C.R. (.16) is less than the table value of C.R. (2.58) at .01 level of significance, so the null hypothesis is accepted i.e. it may be concluded that there is no significant difference between the vocational interest of the students of commerce stream and the students of arts stream studying at the graduation level.

ANALYSIS OF HYPOTHESIS NO. 2

ITEMS	COMMERCE STUDENTS	SCIENCE STUDENTS
MEAN	26	21.83
STANDARD DEVIATION	20.7	17.90
STANDARD ERROR	3.53	
CRITICAL RATIO	1.18	
DEGREE OF FREEDOM	118	

INTERPRETATION

The findings of the second objective pertaining that the calculated value of C.R. (1.18) is less than the table value of C.R. (2.58) at .01 level of significance, so the null hypothesis is accepted i.e. it may be concluded that there is no significant difference between the vocational interest of the students of commerce stream and students of science stream studying at the graduation level.

ANALYSIS OF HYPOTHESIS NO. 3

ITEMS	SCIENCE STUDENTS	ARTS STUDENTS
MEAN	21.83	27.33
STANDARD DEVIATION	17.90	63
STANDARD ERROR	8.45	
CRITICAL RATIO	.65	
DEGREE OF FREEDOM	118	

INTERPRETATION

The findings of the third objective pertaining that the calculated value of C.R. (.65) is less than the table value of C.R. (2.58) at .01 level of significance, so the null hypothesis is accepted i.e. it may be concluded that there is no significant difference between the vocational interest of the students of science stream and students of arts stream studying at the graduation level.

ANALYSIS OF HYPOTHESIS NO. 4

M1	M2	M3	Mtot	SSwg	SSbg	dfB	dfW	MSB	MSW	F-Ratio
27.33	21.83	26	25.06	18093	960	2	177	480	102	4.70

INTERPRETATION

The findings of the fourth objective pertaining that the calculated value of f-Ratio (4.70) is less than the table value of F-(Ratio(9.07) at .01 level of significance, so the null hypothesis is accepted i.e. there is no significance difference among the vocational interest of the students of arts, science and commerce stream studying at the graduation level.

FINDINGS AND SUGGESTIONS

The present study yields some interesting and significant findings. The interpretation of all four hypothesis shows that academic stream does not affect the vocational interest of the students studying at graduation level at the present time. Now-a-days, the students do not choose their vocations on the basis of their educational stream and their personal interest. So, there is no significant difference among the vocational interest of the students of different academic stream i.e. arts, science and commerce.

EDUCATION IMPLICATIONS AND SUGGESTIONS

The content and theme of the study is of vital importance for the teachers, parents, and career counselors. It is also important to know as what should be done to help the students to choose the right stream of education according to their vocational interest. This study will provide an opportunity to teachers, parents and career counselors to guide students towards right selection of vocations and subjects in accordance with their vocational interest.

This study also suggests that filtration should be adopted after intermediate and only deserving candidates should be encouraged for high education with appropriate academic stream and others should be diverted to adopt vocational subjects according to their interest.

CONCLUSION

Concluding the study, it can be said that now-a-days where vocational interest is totally dependent on the various circumstances of students not on the academic stream.

The findings of this study is helpful to connect the vocational interest of the students with the education for which teachers, principals, parents, counselors, career masters, members of community and other agencies ought to play important roles for the overall vocational development of the student in a particular subject and above all, with their own vocational interest.

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