

PROGRAM	Master of Business Administration (MBA)
SEMESTER	3
COURSE TITLE	Marketing Research
COURSE CODE	04MB0313
COURSE CREDIT	3
COURSE DURATION	42 hrs (42 Sessions of 60 minutes each)

COURSE OUTCOMES:

- ❖ Develop a focus towards basic concepts of marketing research methodology.
- ❖ Understand the implications of marketing research for a business enterprise.
- ❖ Acquaintance with designing marketing research and data analysis for useful decision making in a business environment.
- ❖ To be able to understand and apply the statistical tools to analyse the data and suggest solutions.
- ❖ To be able to formulate a research proposal and to present research finding in research report

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
Unit I	Introduction to Marketing Research The nature of Marketing Research – Information and Decision Making – the Marketing Research Department, Industry and areas of applications, Marketing Information System, case study	08
Unit-II	Data Collection Methods and Sampling Techniques Secondary Data: Collection and Evaluation, Basic Methods of Primary Data Collection, Attitude Measurement and Scaling Techniques, Data Collection: Basic Forms (Questionnaire, Schedule etc.), Reliability and validity of data, determining sample size Sampling, Types of Samples, Sampling Problems and Procedures, Sample size decisions, Administering the Data Collection (field procedures), Data Preparation and Processing. case study	10
Unit-III	Statistical Tools Simple Regression, Testing the slope and model of regression, - Regression Analysis Types of Regression Analysis Factor Analysis (Advertising Theme Decisions etc.) – Fundamental Theorem & Central Concept, Factor Extraction Methods & Criteria, Factor Rotation & Scores. case study	09
Unit IV	Tools And Techniques for Market Research-II Cluster Analysis (Market Segmentation etc.)–Concepts and Process, Discriminant Function Analysis (Brand & Product Line Decisions etc.) - Multidimensional Scaling (concept), Conjoint Analysis. Multivariate Data Analysis Techniques, case study	09
Unit V	Report preparation and Interpretation Technical and Academic Report Writing, Significance of Report writing, Layout of Research Report, Precaution for writing Research Report and Conclusion. Ethics and Marketing Research, case study	06

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments/ Presentations/ Quizzes / Class Participation/ etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

SUGGESTED READINGS:
TEXTBOOKS:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
T-01	Naresh Malhotra & Dash S	Marketing Research	Pearson Education	Seventh Edition
T-02	Luck and Rubin	Marketing Research	Prentice Hall India	Seventh Edition
T-03	Rajendra Nargundkar	Marketing Research: Text and Cases	Tata McGraw Hill	Third Edition

REFERENCE BOOKS:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
R-01	Churchill A and Gilbert Jr	Basic Marketing Research	Cengage Learning	Seventh Edition
R-02	G C Beri	Marketing Research	Tata McGraw Hill	Fifth Edition
R-03	Churchill and Laccubucci	Marketing Research: Methodological Foundations	Cengage Learning	Eighth Edition
R-04	Green Paul E & TullDonald S	Research for Marketing Decisions	PHI	Fifth Edition