

Programme Name	Master of Commerce
Semester	Third
Paper No	3.33
Course Code	
Course Name	Marketing Research (Paper-5)
Course Type	Elective Course
Effective from	JUNE 2012
Objective	To clear concept of Market & Marketing Research and helpful for further study of M. Phil. and Ph.D. in Marketing subjects

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	Market Research & Marketing Research - Meaning, Difference between Market Research & Marketing Research, Role of Marketing Research in Marketing Management, Nature & scope of Marketing Research.	08	13	0.5
	B	Marketing Information System - Meaning, significance, Marketing Research process, advantages & disadvantages, Ethical issues in Marketing Research.	07	12	0.5
2	A	Marketing Research Design-Problem identification, Stages of a research proposal, Determining research types- exploratory, Descriptive or conclusive.	08	13	0.5
	B	Measurement of Marketing Research-Scale of Measurement of Marketing Research, characteristics of ideal measurement, Errors arises in measurement, Managerial consideration for management errors avoidance, Types of basic rating scale.	07	12	0.5
3	A	Sampling & Data collection- meaning, needs of sampling, Types of sampling plans, Distinctions between stratified sampling & Quota sampling.	08	13	0.5
	B	Data Resources- Secondary data sources and its usages, online data sources, Primary data collection methods, questionnaire techniques, online survey, observation method, method of questionnaire preparation.	07	12	0.5

4	A	Data analysis- Univariate, bivariate and multivariate data analysis, interpretation analysis of differences.	06	13	0.5
	B	Marketing Research Report- Types of Marketing Research Report, outline of Marketing Research Report, Guideline principles of Marketing Research Report, Graphical presentation in research, Marketing Research Report preparation & presentation.	06	12	0.5

References :-

1. Marketing Research- David Luck.
2. Marketing Research- G.C.Beri.
3. Basic Marketing Research- Churchill.G.A