**Course Code : 0211300322**  
**Course Title : Market Research   
Semester : II  
Credit : 4**  
**Duration : 40**

**Course Description**

Market research course begins by introducing students to the nature, scope, and significance of research and research methodologies. It will assist students in identifying, discussing and formulating a research problem, in selecting and applying appropriate research approaches and methods of inquiry (both quantitative or qualitative), and in presenting the results using data analysis tools like SPSS. Building on Principles of Research Design the contents are aimed to extend and deepen the understanding of different research approaches methodologies, and statistical techniques in order to prepare students for their own research projects in their business discipline. In addition to their application in an academic setting, the methodologies and techniques discussed in this course would be similar to those deployed in professional research environments.

**Course Outcomes:**

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| **Course Code** | **Description** | **Cognition** | **Remarks** |
| **0211300322** .1 | Construct value propositions for organizations using the marketing research concepts and tools in an integrated manner | **‘Creating’** |  |
| **0211300322** **.2** | Relate and use the research methods and process related to Marketing in its holistic sense | **‘Apply’** |  |
| **0211300322** .3 | Analyse data using tools and technology. | **‘Analyse’** |  |
| **0211300322** .4 | Interpret results and acquire managerial skill of being a critical consumer of marketing research. | **‘Apply’** |  |
| **0211300322** .5 | Validate different marketing strategies with the outcome of research methods and Process. | **‘Evaluate’** |  |
| **0211300322** .6 | Develop range of skills necessary for conducting research, including situation analysis, research design, data collection and analysis, and preparing the research report. | **‘Analyse’** |  |

**Mapping COs with POs**

**Scale 1- low alignment, 2- Moderate alignment, 3 – high alignment, – No alignment**

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| **COs / POs** | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** |
| **0211300322.1** | 3 | 2 | 1 | 3 | - |
| **0211300322.2** | 2 | 3 | 1 | 2 | 1 |
| **0211300322.3** | 3 | 3 | 1 | 3 | 1 |
| **0211300322.4** | 2 | 2 | - | 2 | 1 |
| **0211300322.5** | 1 | 3 | 1 | 2 | 1 |
| **0211300322.6** | 3 | 3 | - | 2 | 1 |
| **CO** | 2 | 2.66 | 2 | 2 | 1.16 |
| **CO EQ** | 2 | 2 | 2 | 2 | 1 |

**Contents:**

* Introduction to business research methodology
* Research process.
* Qualitative research.
* Sampling and sampling methods.
* Questionnaire designing.
* Data collection methods.
* Use of computer software in data analysis.
* Cross tabulation, Chi-Square for Cross tabs, interpreting a Chi-Square, Charting a Cross tab, Clustered Bar Chart, Analysing multiple response data.
* Report generation, report writing, and APA format – Title page, Abstract,

Introduction, Methodology, Results, Discussion, References, and Appendices

* Marketing research and marketing problems
* Variables and types of Variables
* Independent T Test, Paired T Test, ANOVA,
* Correlation, Simple Regression & Multiple Regression.
* Analysis of managerial problems & survey results using SPSS for Discriminant Analysis, Factor Analysis, Cluster Analysis, Multi-Dimensional Scaling .
* Report presentation on survey based live project in marketing areas

Session plan

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| **Sr. No** | **Topic/Sub topic** | **Case study** | **Reading Material** | **CO** | **Cognition** |
| 1 | Introduction to business research methodology. | Case Study – Online booking- has the time come? | Basic & applied research. Primary & secondary research, and case study Online booking- has the time come? | 0211300322.2 | Applying |
| 2 | Research process |  | Steps in research process. Research design, Classification of research designs. | 0211300322.2 & 0211300322.3 | Applying & Analyzing |
| 3,4 | Qualitative research | Case Study - Danish international | Various methods of exploratory research, Focus group discussion, Projective techniques, TAT. Descriptive & causal research. Case study Danish international | 0211300322.2 &0211300322.3 &**0211300322.5** | Applying &Analyzing |
| 5 | Sampling and sampling methods |  | Probability and non-probability sampling methods. | 0211300322.2 &0211300322.3 | Applying &Analyzing |
| 6,7 | Measurement & Scaling. |  | Primary scales of measurement: Nominal, Ordinal, Interval & Ratio scales. Attitude measuring scales. Semantic differential, paired comparison scales, likert scale & constant sum scale. Sorting, ranking & rating. | 0211300322.3 &**0211300322.5** | Analyzing |
| 8,9,10 | Questionnaire designing  Practical exercise for questionnaire designing. | Practical exercise for questionnaire designing.  Case Study - Bharat sports daily | Designing procedure. Phrasing questions. Errors in designing questionnaires, Questionnaire design (marketing perspective) through Google forms, Question Pro, Survey Monkey, Snowball sampling used in marketing. Case Study - Bharat sports daily | 0211300322.2 | Applying |
| 11,12 | Data collection methods | Fieldwork, Primary Data Collection.  Case Study - Keep your city clean: Environmental concerns  Case Study - Tupperware India pvt ltd. | Survey Research, Systematic and nonsystematic errors in survey research. Types of survey research  Fieldwork, Primary Data Collection. Case Study - Keep your city clean: Environmental concerns  Case Study - Tupperware India pvt ltd. | 0211300322.2 &0211300322.3 | Applying &Analyzing |
| 13,14 | Use of computer software in data analysis Data presentation in SPSS, data entry and data transformation. |  | Coding questionnaires to SPSS. Distributional Characteristics of data in SPSS. Defining Terminology, Definition of Univariate Descriptive Statistics, Measures of Central Tendency and Basic Charts, Bar Charts and Histograms, the Frequency Procedure, the Descriptive Procedure. | 0211300322.1 &0211300322.2 | Creating &Applying |
| 15 | Cross tabulation, Creating Basic Cross tabs, Creating Layered Cross tabs, Chi-Square for Cross tabs, interpreting a Chi-Square, Charting a Cross tab, Clustered Bar Chart, Analysing multiple response data. |  |  | 0211300322.1 &0211300322.3&**0211300322.5** | Creating &Analyzing |
| 16 | Defining Market Research Problem and Developing an approach.  Variables, Types of variables. |  | Independent & dependent variables. Moderating, Mediating, Extraneous, Noise, Spurious & Suppressor variables. | 0211300322.1 &0211300322.3 | Creating &Analyzing |
| 17,18,19 | Independent T test, Paired T test, ANOVA, Correlation. | Analysis and Interpretation on SPSS | Analysis and Interpretation on SPSS | 0211300322.4 | Applying |
| 20,21,22 | Simple Regression, Multiple Regression | Analysis and Interpretation on SPSS | Analysis and Interpretation on SPSS | 0211300322.4 | Applying |
| 23,24,25,26 | Analysis of managerial problems & survey results using SPSS | Analysis and Interpretation on SPSS | Discriminant Analysis, Factor Analysis, Cluster Analysis, MDS | 0211300322.3 & 0211300322.4 & 0211300322.6 | Analyzing & Applying |
| 27,28,29 | Report generation, report writing, and APA format – Title page, Abstract, Introduction, Methodology, Results, Discussion, References, and Appendices |  |  | 0211300322.1 &0211300322.2 0211300322.6 | Creating &Applying |
| 30,31,32 | Presentations on Live project and internal evaluations |  |  | 0211300322.1 &0211300322.2 & 0211300322.4 | Creating &Applying |

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| **Evaluation** | **Marks** |
| **Internal** | 40% |
| **External** | 60% |
| Total | 100% |

**Parameters of Internal Assessment**

Lectures, Assignments, Case studies, Project work, Class participation, Numerical practice.

**Text Book :**

Marketing Research-Naresh Malhotra, Pearson Education, New Delhi (6th edition),2011

**Reference Books:**  
1. Marketing research - Rajendra Nargundkar, Tata McGraw-Hill, 3rd

Edition,2012

2.Essentials of Market Research - ZikMund, Cengage Learning, 3rd Edition,2007  
3. Research methods for Business Students, - Mark Saunders, Philip Lewis, 5th edition, Pearson India education Services pvt ltd, 2014.

4.Marketing research, G C Beri, 5th Edition, Tata McGraw hill, 2013.  
5. Business Research Methods - Cooper and Schindler, Tata McGraw-Hill,11th edition     2013.  
6. Business Research Methods – William Zikmund, Cengage publications Eighth edition, 2016

**E-Books:**

1. Market Research Hand Book, Bond - CEASd, Mario hameresbeld, Jhon Bileared and Sons, 5th Edition

<https://leseprobe.buch.de/images-adb/41/3c/413ca412-9e6a-4ee2-a617-35>

2. Review of Marketing Research - Naresh Malhotra, Emerald, 2010

<http://www.meteor-monkeys.com/review_of_marketing_research_download.pdf>