

Gujarat University
K. S. School of Business Management and Information Technology
[Five Years' (Full – Time) M.B.A. Integrated Degree Course]
Second Year B.B.A. (Sem - III)
Code: KS-MBA-SEC-246 A
Market Survey Project Report

Course Credit: 2

Instructions: This is a Skill Enhancement Course (SEC) where students will be guided to conduct market research on different products or services. A written report of the Survey will be submitted to the college by the students.

Objective: Understanding various fundamentals of marketing management is imperative for students paving their ways to becoming effective business managers. The objective of the project work on Market Research is to help students understand the practical relevance of different dimensions and concepts pertaining to marketing management. As the function of marketing in businesses have become more customer-centric in its approach, it is pertinent to impart the real-world dynamics of this subject to the management students. Application of the knowledge of Marketing mix elements and a market survey to understand customer behaviour and satisfaction related to different products and services will enhance their overall understanding of the real marketing world. The project will help them develop an elementary understanding of using various tools for data entry and subsequent tabulation and visualization.

Program Outcomes: The learnings, at the Second Year of the MBA programme, focus more on practical orientation of the various subjects. For business to grow and flourish competitive edge is the need of the hour. The application based study of the concepts, introduced in various subject areas, prepares students to face any kind of market competition and make them able to deliver best in any circumstances.

Course Outcomes: Students will develop an overall understanding of Marketing Management practices and their practical implications on business decisions. This will also encourage students to have an insightful learning of various marketing mix elements and market research related to the specific product/service allocated to them. Primary data collection for End users and development of findings based on the survey will give them a thorough understanding of the process of market research.

Contents of the Market Research Report:

Chapter 1	Introduction to the Product <ul style="list-style-type: none">• About the Product, Product category and major product types• Historical evidence about its early use/development
Chapter 2	Competitive Scenario in the Particular industry <ul style="list-style-type: none">• Major regional, national and international players• Detailed history of the companies, their brands/products/services, year of establishment, logo, locations/operations, etc.
Chapter 3	Marketing Mix Elements <ul style="list-style-type: none">• Introduction to various Marketing Mix elements• Product<ul style="list-style-type: none">✓ Product Levels (Core Benefit, Basic Product, Expected, Augmented and Potential Product)✓ Product/Service Classification Type as applicable to the product or service✓ Product hierarchy as applicable (Need Family, Product Family, Product Class, Product Line, Product type, Product Items)✓ For Products : Product Features, Quality, Packaging, Labeling, Product support services, etc✓ For Services : Core Service, Facilitating and Enhancing services, Service Characteristics.✓ Product Line Decisions (For any one existing company-, show product mix, product mix length, width and depth)• Pricing<ul style="list-style-type: none">✓ Price ranges of different competitors✓ Pricing strategies used by various companies (with examples)• Distribution strategy / Place<ul style="list-style-type: none">✓ Nature of Marketing Channels (including 'online' if any)✓ Number of Channel Levels✓ Type of Retail outlet where the product/service is available• Promotion<ul style="list-style-type: none">✓ Promotion Mix Elements (Brief Theory)✓ Advertising<ul style="list-style-type: none">○ Different advertising media used for the product/service○ Advertising Messages [with illustrations of Print ads wherever possible]✓ Sales Promotion<ul style="list-style-type: none">○ Major Consumer, Trade and Business Sales Promotion tools used by different competitors✓ Events and Experiences (if applicable)✓ Personal Selling (if applicable)

	<ul style="list-style-type: none"> ✓ Public Relations (if applicable) ✓ Direct Marketing (if applicable) <ul style="list-style-type: none"> • 3 EXTENDED Ps [FOR SERVICES ONLY] <ul style="list-style-type: none"> ✓ Process [Service Process Flow chart] ✓ Physical evidence [examples with pictures of existing companies] ✓ People
Chapter 4	Market Research Plan <ul style="list-style-type: none"> • Research Objectives • Secondary and Primary Data used • Research Design • Sampling Plan (Sample Size, Sampling Procedure, Sampling Unit) • Contact Methods • Research Instrument
Chapter 5	Data Analysis and Interpretation (For End users) <ul style="list-style-type: none"> • Sample Profile/ Composition • Frequency tables, Graphs/Charts followed by interpretation <p>(Note: Students may be encouraged to use a variety of uni-variate and bi-variate charts or Crosstabulations which may serve the purpose of the research.)</p>
Chapter 6	Findings, Suggestions and Limitations <ul style="list-style-type: none"> • Findings of the market survey • Suggestions based on the survey • Major limitations of the Survey [with respect to scope definition, geographical areas covered, time limits, sample size]
Chapter 7	Conclusion
Appendix	Questionnaire for the End Users

Reference Books:

- Principles of Marketing by Philip Kotler and Gary Armstrong (Pearson Education)
- Marketing Management by Ramaswamy and Namakumari (Macmillan)
- Research Methodology: Methods and Techniques by C.R. Kothari (Publisher New – Age International)
- Marketing Research by Naresh Malhotra (Pearson Education)

Mode of Evaluation:

Report Evaluation 40%
Presentation 20%
Viva voce 20%
Internal marks 20%