**GUJARAT UNIVERSITY**
**K. S. SCHOOL OF BUSINESS MANAGEMENT**
**[Five Years' (Full-time) M.B.A. Integrated Degree Course]**
**Fifth Year M.B.A. (SEM-IX)**
**KS_M_M_51**
**Marketing Research (Marketing Elective)**

**3 credit course**

**Objective:**

The objective of the course is to explain to the students the growing importance of marketing research in the current scenario. Students will understand the marketing research process in detail with all the relevant steps. Discussions on qualitative and quantitative techniques will also help them analyze the research results in detail. Application of the theoretical concepts in various fields like New Product Development, Sales Analysis, Positioning and Advertising will help them develop broader perspective about the use of marketing research knowledge.

**MODULE: 1** [20%]

**Introduction of Marketing Research**

Marketing research – Concept and
Scope Classification of marketing
research Importance of marketing
research Marketing Research Process
Nature of marketing research.

**Marketing research suppliers and services**

Classification of Research Suppliers
Selection factors for Appointing Research agency

**Problem Definition**

Importance of Problem Definition
Process of Defining Problem
Tasks involved
Management Decision Problem and Marketing Research Problem

**Research Design**

Definition
Types of Research Design
Potential Sources of Error
Marketing research proposal

**MODULE: 2** [20%]

**Exploratory Research Design**

Primary and Secondary Data
Criteria and Classification of Secondary Data

**Qualitative Research**

Qualitative v/s Quantitative Data
Classification of Qualitative Data
Focus Group interviews

In-depth interviews
Projective techniques
**Descriptive Research**
Survey Methods
Observation Methods
**Experimentation**
Conditions for Causality
Validity in Experimentation
Extraneous variables
Controlling extraneous variables
Types of experimental designs

**MODULE: 3** [20%]
**Measurement and Scaling**
Primary Scales of Measurement
Comparative Scaling Techniques
Non-comparative Scaling Techniques
**Sampling**
Use of Sampling
Sample and Census: Difference
Probability and Non-probability sampling techniques
**Data Analysis**
Testing of hypothesis
Tests: Univariate and Bivariate
[T-test, Paired Test, Correlation, Regression, ANOVA, Chi-Square test]

**MODULE: 4** [20%]
**Concept of Multi-variate Analysis (Use only)**
Factor Analysis
Cluster Analysis
Multi-Dimensional Scaling
Conjoint Analysis
**Application of Marketing Research**
Applied Research
Problem Identification Research
Problem Solving Research
**Advertising research**
Need for Advertising Research
Media research
Copy testing
Methods for copy testing

**MODULE: 5** [20%]
**Sales Analysis**
Bases for sales analysis
Estimating current demand and market potential

**New Product Research**
New product development process
Test marketing
Types of test markets
**Product Positioning Research**
Product Positioning
Target Marketing
Perceptual Mapping

**Note:** Use of Statistical Package for Classroom teaching only. Not to ask in exam.

**No of lectures in semester:** Approximately 40 to 45 hours

**Assignments:** Minimum 3 Assignments

**Evaluation Pattern:**

| | |
|---|---|
| Continuous Evaluation | 30% |
| Mid-Sem. Exam | 20% |
| End-Sem. Exams | 50% |

**Reference Books:**
- Marketing Research by Naresh Malhotra – Pearson Education
- Marketing Research by G.C.Beri- Tata McGraw Hill
- Marketing Research by Zikmund and Babin – Cengage Publishers
- SPSS 17.0 for Researchers by S.L.Gupta and Hitesh Gupta – International Book House Pvt. Ltd.
- Business Research Methods by Cooper and Schindler – Tata McGraw Hill
- Marketing Research By Aakar, Kumar and Day – Wiley Publications