

5308 NEW

M. COM. (FINAL) BUSINESS ADMINISTRATION

7.3 MARKETING RESEARCH

Unit – I

Nature, Scope and Definition of Marketing Research, Market Research Need and Importance, Problems, Steps in Marketing Research.

Marketing decision, Symptoms, Problem, Decision, Intuitive decision, Recurring decision, scientific decision, Decision process, Research inputs in decision.

Unit – II

Research Design: Definition, Steps in research plan, exploratory research design, Descriptive research design, Diagnostic research design, and Experimental research design.

Unit – III

Marketing Data, Primary and Secondary Data – Questionnaire, Schedule, Classification and Tabulation of Data, Analysis and Interpretation of Data Research Report.

Unit – IV

Tools and Techniques of Research: Sampling-Survey and Panel Research, Observation and Experiment.

Unit – V

Areas of Application of Marketing Research: Product Research, Advertising Research- Qualitative and Motivational Research – Marketing Research in India.

Suggested Readings

1. David J. Luck, Huge: Marketing Research (Prentice Hall), G. Wales and Donal A. Taylor.
2. Doriald S. Tule and Dale Hawkings: Marketing Research Macmillan.
3. Harper W. Byod and Ralph Westfah: Marketing Research (Richard Erwin).
4. John Z. Krech: Marketing Research in the Developing Countries A Handbook (Preeger Publisher, N.Y.).
5. Kulkarni, P.V., Pradhan, Homi and Others: Modern Marketing Research, Himalaya Publishing House, Bombay.
6. Livingeston, J.M.: A Management Guide to Marketing Research, Macmillan. 7. Paul E. Green and Donald S. Tull: Research for Marketing Decision.
8. Richard D. Crisp: Marketing Research (Richard Erwin).
9. Robert Ferber and Verdoon: Research Methods in Economics and Business.
10. Srivastava, P.K.: Marketing Research, Rajasthan Hindi Granth Academy, Jaipur, 2nd Ed. 1987.