

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA(General)**  
**Semester: V**  
**Syllabus with effect from : JUNE 2013**

<b>Paper Code:</b> UM05EBBA01	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Advance Marketing Management - I	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Marketing Research</b> Marketing Information-concept, need, MKIS-concept, elements & components; Marketing Research-nature, features, scope, uses & limitations; Marketing Research process; Research designs	<b>25 %</b>
<b>2</b>	<b>Data Collection &amp; Sampling Decisions</b> Primary & secondary data-sources, advantages & disadvantages; Questionnaire construction(process); Scaling & measurement; Sampling design & sample size decisions.	<b>25 %</b>
<b>3</b>	<b>Data Analysis, Interpretation &amp; Presentation</b> Hypothesis testing procedure; Non-parametric statistics -Chi square goodness of fit test, Chi square contingency table, McNemar test, Median test, Mann Whitney U test, Signed ranked or Wilcoxon test: Parametric statistics -Z & t tests, ANOVA-ONE WAY & two way classification; Report writing-types of reports & Contents.	<b>25 %</b>
<b>4</b>	<b>Emerging Applications of Marketing Research</b> Importance of Customer database; Relationship Marketing: Brand Equity Measurement; Customer Satisfaction & its measurement; Internet Marketing & Marketing Research; TQM.	<b>25 %</b>

**Basic Text & Reference Books**

- Marketing Management - Philip Kotler and Kevin Keller.
- Marketing Research - Boyd, Westfall and Stasch
- Marketing Research - Luck and Rubin
- Marketing Research -Donald S Tull and Del I Hawkins
- Marketing Research -G C Beri
- Marketing Research-C N Sonatakki, Himalaya Publishing House
- Marketing Research-Suja R Nair, Himalaya Publishing House

