

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: V**  
**Syllabus with effect from : JUNE 2013**

<b>Paper Code:</b> UB05CCOM02	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Marketing Research	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Introduction</b> Definition of Marketing Research- Applications and Limitations –Importance of Marketing research management- Methods of research-Marketing Research Process	<b>25 %</b>
<b>2</b>	<b>Research Design and Data Collection Methods</b> Types of Research Design-Sources of Experimental Errors-Methods of Data Collection	<b>25 %</b>
<b>3</b>	<b>Sampling and Scaling Techniques</b> Advantages-limitations-Process of Sampling-Sample Design-Types of Scale-Selected Attitude Scale	<b>25 %</b>
<b>4</b>	<b>Data Analysis and Interpretation&amp; Report Writing</b> Process of Data Analysis-Role of Report, Types of reports, Content of the report for executives-Principles of report preparation	<b>25 %</b>

**Basic Text & Reference Books**

- Marketing Research by G C Beri published by Tata McGraw Hill Publishing Company Ltd. New Delhi
- Marketing Research by David J. Luck and Ronald S. Rubin published by Prentice hall of India Private Limited New Delhi
- Research Methodology – Methods and Techniques by C R Kothari published by New Age International Publishers

