

SARDAR PATEL UNIVERSITY
Programme & Subject: Master of E-Business (M.Eb)
Semester: III
Syllabus with Effect from: June-2010

Paper Code: PM03CMEB02	Total Credit: 4
Title Of Paper: Marketing Research	

Unit	Description in Detail	Weightage (%)
I	Fundamentals of Research & Marketing Research: Meaning, nature and types of research; criteria of good research and importance of research; Meaning and importance of Marketing Research, types of marketing research; marketing research system (suppliers of marketing research, process of marketing research and barriers to marketing research); Various application of marketing research by marketing firms (practical study)	25%
II	Marketing Research Process: Concept of Marketing Research Process; research process with flow process chart; research problem formulation; Research Design (major types only); Concept of Sampling and Sampling methods; Methods of Data Collection; Questionnaire as important tool for data collection and drafting of questionnaire	25%
III	Data Analysis, Interpretation and Report Writing Data Processing and Analysis; Understanding of various tools applied for data analysis (Parametric and Non parametric) Data Interpretation; Report writing (Concept, types of report and principles of report writing)	25%
IV	Development in Marketing Research: Emerging trends in marketing research (marketing research in different parts of world, marketing research in relation to current economic and business scenario, Ethics and marketing research); Selection and working of research agency	25%

Basic Text & Reference Books:-

- Marketing research by G.C.Beri, Tata McGraw hills publications.
- Research methodology by C.R.Kothari, New age publication
- Methodology of research in social science by Krishnaswami & Ranganatham, Himalaya Publications
- Marketing Research: An International Approach by Marcus J. Schmidt & Svend Hollensen, Prentice Hall Publication
- Business Research Methods by Cooper and Schindler, Tata McGraw Hill Publications

