

SARDAR PATEL UNIVERSITY
Programme & Subject: M.Sc (QPM)
Semester: I
Syllabus with effect from: June - 2014

Paper Code: QP - 103	Total Credit:
Title Of Paper: Marketing Research	

Unit	Description in Detail	Weightage (%)
I	Introduction to Marketing Research(MR): Definition and classification of MR, The MR process, The Role MR in Decision Making, Management Information System and Decision Support System. A case Study. Defining MR problem and Developing an Approach: Importance of Defining MR problem, the process of defining the problem and developing an approach, Tasks involved, Environmental context of the problem-Buyers Behaviour, Legal and Economic Environment. Marketing and Technological Skills.	[8]
II	Research Designs: (1) Exploratory research design using secondary data-comparison of primary and secondary data. Advantages, uses and disadvantage of secondary data. Classification and sources of secondary data. (2) Qualitative Research using (a) Focus Group interview (b) Depth interviews (c) Projective Techniques.(3)Descriptive research through survey and observations –Telephone Methods, Personal Methods, Mail Methods, Electronic Methods and Observational Method. (4)Causal research – Basic experimental designs – internal and external validity of experiments.	[8]
III	Primary Data: (i)Measurement and Scaling : Fundamentals. Comparative and Non comparative Scaling Techniques (ii) Questionnaire and Form Design(iii) Sampling: Sampling Designs, Initial and Final Sample size determination.	[8]
IV	Data Collection, Preparation, Analysis and Reporting: Field Work, Data Preparation , Review of data compilation, data presentation and data analysis. Brief Discussion on uses of multivariate techniques- multiple regression, discriminant and Logit Analysis, Factor Analysis, Cluster Analysis, Multidimensional scaling and conjoint analysis, structural equations and Path Analysis. Report Preparation and Presentation.	[16]

Basic Text & Reference Books:-

- Cooper Schindler()Marketing Research, Concept & Case
- Paul Green, Donald Tull, Gerald Albaurn()Research for Marketing Decisions, 5th Ed.,PHI
- Rajendra Nargundkar.(2003) Marketing Research, Tata McGraw-Hill Education
- Beri,G.C(2008)Marketing Research, 4th Ed.(Second Reprint), Tata McGraw Hill.
- Donald S.Tull, Del I.Hawkins(1990)Marketing Research – Measurement & Methods, McMillan.
- Aakar Kumar Day (2006) Marketing Research , 7th Ed., John-Wiley & Sons.
- Malhotra Naresh K.(2010) Marketing Research: An Applied Orientation, 6/E, Pearson Education India

