



**MASTER OF SCIENCE IN QUALITY & PRODUCTIVITY MANAGEMENT**  
**M. Sc. QPM, Semester – I**

Course Code	PS01CQPM53	Title of the Course	MARKETING RESEARCH
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	<ol style="list-style-type: none"> <li>1. To enhance the students understanding of the marketing research industry.</li> <li>2. To develop skills required by the researcher and understand different applications of Marketing Research.</li> <li>3. To explore different approaches of Marketing research.</li> <li>4. To be able to exploit Marketing Research data for management decision-making.</li> </ol>
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Course Content		
Unit	Description	Weightage (in %)
<b>I</b>	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.	25
<b>II</b>	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.	25
<b>III</b>	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. (iv) Data Collection, Preparation, Analysis and Reporting: Field Work, Data Preparation , Review of data compilation, data	25





	presentation and data analysis	
<b>IV</b>	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.	25

Teaching-Learning Methodology	Interactive Class Lectures, ICT tools used
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	comprehend the process of marketing research and its different processes.
2.	know different research methods.
3.	Assemble questionnaires and interview structures. Analyze and interpret both qualitative and quantitative data.
4.	know various univariate as well as modern multivariate statistical techniques, and their uses.

Suggested References:	
Sr. No.	References
1.	Cooper Schindler (2005) <i>Marketing Research, Concept &amp; Case.</i>





2.	Paul Green, Donald Tull, Gerald Albaurn (1988) <i>Research for Marketing Decisions</i> , Fifth Edition, PHI.
3.	Rajendra Nargundkar (2003) <i>Marketing Research</i> , Tata McGraw-Hill Education.
4.	Beri G. C. (2008) <i>Marketing Research</i> , Fourth Edition (Second Reprint), Tata McGraw Hill.
5.	Donald S. Tull, Del I. Hawkins (1990) <i>Marketing Research – Measurement &amp; Methods</i> , McMillan.
6.	Aakar Kumar Day (2006) <i>Marketing Research, Seventh Edition</i> , John-Wiley & Sons.
7.	Malhotra Naresh K.(2010) <i>Marketing Research: An Applied Orientation</i> , Sixth Edition, Pearson Education India.

On-line resources to be used if available as reference material

On-line Resources

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