

## **Research Methodology**

### **Suggestive Coverage:**

- ⌚ Introduction to Marketing research.
- ⌚ Developing research problem.
- ⌚ Formulation of problem definition.
- ⌚ Exploratory research design.
- ⌚ Descriptive research design.
- ⌚ Causal research design.
- ⌚ Measurement and scaling
- ⌚ Questionnaire design procedure
- ⌚ Sample design and sample size determination.
- ⌚ Fieldwork data preparation
- ⌚ Statistic overview
- ⌚ Non-parametric tests
- ⌚ International Marketing research.

### **Suggestive Text Books:**

- ⌚ Research Methodology, 2nd ed. /by C. R. Kothari. – New Age, 2004
- ⌚ Marketing Research, 3rd ed. /by Rajendra Nargundkar. – TMH, 2009.
- ⌚ Research Methodology /by Dr. prashant Sarangi. – Taxmann, 2010.
- ⌚ Marketing Research, 6th Ed./by N. K. Malhotra.- Pearson, 2010.
- ⌚ Research Methodology, 2nd ed. /by Ranjeet Kumar. – Pearson, 2008.
- ⌚ Marketing Research, 4th ed. /by Beri. – TMH, 2010.
- ⌚ Marketing Research, 8th ed. /by Carl Mcdaniel, Roger Gates. – Wiley India, 2011.
- ⌚ Marketing Research, 9th ed. /by David A. Aaker, V. Kumar, George S. Day. – Wiley India, 2008.

- ⌚ Marketing Research: Concept & Cases /by Cooper Donald. – TMH, 2006
- ⌚ Marketing Research, 5th Ed./by Alvin C. Burns, Ronald F. Bush.- Pearson, 2007
- ⌚ Research Methodology /by k. K. Garg. – Omega, 2009
- ⌚ Marketing Research /by A. Parasuraman, Dhruv Grewal, R. Krishnan - Dreamtech Press, 2009.
- ⌚ Marketing Research /by Pallavi Bahuguna - Centurm Press, 2009.
- ⌚ Marketing Research: Text, Applications & Case Studies, 1st Ed. /by Ramanuj Majumdar. – New Age, 2001.
- ⌚ Marketing Research /by B. S. Goel - Pragati Prakashan, 2009.
- ⌚ Research Methodology /by Ruchika Nath Yogesh Kumar Singh. – APH, 2009.
- ⌚ Marketing Research /by Burns - Prentice Hall, 2009.
- ⌚ Research Methodology /by C. M. Chaudhary. – RPSA Publisher, 2009
- ⌚ Marketing Research, 10th Ed./by Aaker.- John Wiley & Sons, 2010
- ⌚ Marketing Research, 5th Ed./by Peter M. Chisnall.- McGraw Hill, 1997
- ⌚ Marketing Research: An International Approach /by Marcus Schmidt, Svend Hollensen.- Pearson, 2007
- ⌚ Marketing Research, 4th Ed./by Joseph Hair.- McGraw Hill, 2008.
- ⌚ Marketing Research Essentials, 4th Ed./by Mcdaniel.- John Wiley & Sons, 2003