



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2017-2018)**

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Programme Name: PGDM

Term: IV

Name of the Course: Marketing Research

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Krunal K. Punjani

Mobile No: 9819613639

Email: kpunjani@vpmthane.org

Weblink:

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**Learning Objectives:**

- 1. To acquaint students with the marketing research process, applications and statistical tools & techniques.**
- 2. To help students explore different approaches of Marketing research and acquaint them with contemporary marketing research practices.**

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**Reference Books:**

- 1. Marketing Research, 3rd ed. /by Rajendra Nargundkar – TMH, 2009**
- 2. Marketing Research, 6th Ed./by N. K. Malhotra – Pearson, 2010.**
- 3. Marketing Research, 4th ed. /by Beri – TMH, 2010.**
- 4. Marketing Research, 8th ed. /by Carl Mcdaniel, Roger Gates – Wiley India, 2011.**
- 5. Marketing Research, 9th ed. /by David A. Aaker, V. Kumar, George S. Day – Wiley India, 2008.**
- 6. Marketing Research: Concept & Cases /by Cooper Donald – TMH, 2006**
- 7. Marketing Research, 5th Ed./by Alvin C. Burns, Ronald F. Bush – Pearson, 2007**
- 8. Marketing Research /by A. Parasuraman, Dhruv Grewal, R. Krishnan – Dreamtech Press, 2009.**
- 9. Marketing Research /by Pallavi Bahuguna – Centurm Press, 2009.**



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**Plan:**

<b>Session No.</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
1	Marketing Research – Meaning, Classification, Process, Role of Marketing Research in Marketing Decision Making, Customer Groups	Books: Marketing Research, 6th Ed./by N. K. Malhotra – Pearson, 2010 Marketing Research, 3rd ed. /by Rajendra Nargundkar – TMH, 2009 Case: Toyota	To understand the purpose of Marketing research. Be familiar with various stages of the marketing research process.	Quiz & Discussion
2	The Process of Defining the problem, Management Decision Problem, Marketing Research Problem	Books: Marketing Research, 6th Ed./by N. K. Malhotra – Pearson, 2010 Marketing Research, 3rd ed. /by Rajendra Nargundkar – TMH, 2009 Cases: Harley-Davidson, Renault Duster	To understand the process of Defining the research problem	Case Discussion
3	Research Design – Meaning, Classification; Exploratory, Conclusive, Descriptive & Causal Research; Qualitative & Quantitative Research & Methods; Sampling Methods	Books: Marketing Research, 6th Ed./by N. K. Malhotra – Pearson, 2010 Marketing Research, 3rd ed. /by Rajendra Nargundkar – TMH, 2009	To understand the fundamentals Of Research Design, various types of	Case Discussion & Quiz



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		Cases: Starbucks, Microsoft	research & Sampling Methods	
4	Internal Assessment – Test	Internal Assessment – Test		Internal Assessment – Test
5				
6				
7				
8				
9				
10				

**2. Practical Approach : Other activities (Atleast 4 distinct activities)**

<b>Sr. No.</b>	<b>Activity Name</b>	<b>Topic Covered</b>	<b>Learning outcomes</b>	<b>Source</b>
1	Role Play			
2	Industry Visit			
3	Academic Projects	<b>Research Design</b>	<b>Practical understanding</b>	



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			<b>of topic</b>	
4	Book Review			
5	Group Discussion	<b>Role of Marketing Research in Marketing Decision Making</b>	<b>Practical understanding of topic</b>	
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Softwares and Labs			
9	Any other activity			



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**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test		20
Presentation		
Case Study		
Participation		
Others		

**Signature of Faculty**

**Signature of the Co-ordinator**