

Marketing Research

Topic covered:

1. Introduction to marketing Research, Problem identification & problem solving research, Process of Marketing Research
2. Problem definition & its importance, Management Decision Problem, Marketing Research Problem
3. Developing an approach to the problem
4. Research Design, Exploratory, Conclusive, Descriptive & Causal Research
5. Qualitative and Quantitative Research Methods
6. Measurement and scaling, Comparative & non comparative scaling techniques
7. Questionnaire design procedure, Sampling design & procedures
8. Data Preparation, Correlation & Regression
9. Introduction to Factor Analysis & Structural Equation Modelling
10. Report Preparation & Presentation

Reference Books:

1. Marketing Research, 7th Ed./by N. K. Malhotra, S. Dash – Pearson, 2017
2. Marketing Research, 3rd ed. /by Rajendra Nargundkar – TMH, 2009
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.