LTPC	2 0 2 3			
SECNETOS IVIDOS & SEITINAMITH			IIN	
П	<b>-</b>	j	ssive	ses
Course	Category		Progre	Conr
MADKET DESEABLE	MARKET REGEARCH		Co- requisite	Courses
Course	Name		Ni!	
24MCH2031	Z I IVIGITZ033		te	
Course	Code		Pre-requisite	Courses

Data Book / Codes / Standards

Faculty of Management

Course Offering Department

⋛

ourse Le	Course Learning Rationale (CLR): The purpose of Iearning this course is to:				<b>Progra</b>	Program Outcomes (PO	omes (	PO)				Pr	Program Specific	
CLR-1:	identify, assess, and collate all the information required for business decision-making	-	2	3 4	2	9	7	6 8	10	7	12	" ວັ	Specific Outcomes	. v
CLR-2:	understand the scope and applications of Market Research	ə6p	ÎO	SU			A	Ork		əo				
CLR-3:	know about the methodology to conduct research	oəlw		latio	96e	р		W m		inan				
CLR-4:	explore the techniques used in Res <mark>earch</mark>	Kuc		estig	sU I	er an		FeaT		3 F				
CLR-5:	understand the Concepts and fu <mark>nctions of</mark> statistical data analysis	6uine		s vni 1	00T	əəuil uəm	abilit	ଥା ଝ		.łgM				
		əəu		iou	etn	γţ	ain			}o€		1-		6-0
Course Ou	Course Outcomes (CO): At the end of this course, learners will be able to:	ign∃	Prob Desi	tulos no or oo fo	роМ	socie	Sust	oid <del>)</del> 3	шоЭ	Proje	- AjiJ	PSO	DSd	DSd
CO-1:	identify the role of Market res <mark>earch an</mark> d the process of conducting research					1	,	2 2		'				က
CO-2:	apply the techniques of Qual <mark>itative an</mark> d Quantitative research			-		2	,	1 2	2	,	1	1	2	က
CO-3:	examine the measurement t <mark>ools and</mark> instruments used in research				-	O	1	- 2	2	1	1	1	1	က
CO-4:	analyze the Sampling framework and data using statistical techniques				2		,	- 2	2	'	1			က
CO-5:	classify the data into Oral an <mark>d written</mark> reports	k				.(	,	2 2	လ	•				က
			-17			)								
Unit-1 - Introduction	roduction					1							12 Hour	lour
The Definit. Types of Re	The Definition and role of Marketing Resea <mark>rch - Are</mark> as of research in Marketing- Product Research-Pricing research-Distribution research- Promotion research-Customer research-The Marketing Research Process-Types of Research Designs	istributic	on resea	rch- Prom	otion re	search-(	Suston	ier resea	arch-Th	e Mark	ceting R	esearc	h Proce	ess-
Unit-2 - De	Unit-2 - Designing Research Studies			١		J							12 Hour	lour
Marketing I	Marketing Research and Information Technology-Primary data collection -Qualitative and Observational Research-Quantitative research-Survey Research-Secondary Data collection	uantitativ	ve resea	rch-Surve	y Rese	arch-Se	condar	y Data c	collectio	u				
Unit-3 - Me	Unit-3 - Measurement	þ											12 Hour	lour
Measurem	Measurement scales- Nominal, ordinal, ratio, inte <mark>rval-Attitu</mark> de Scaling-Questionnaire design- attributes and construction	,on			7									
Unit-4 - Ex	Unit-4 - Experimentation and Sampling Theory				١								12 Hour	lour
Experimen	Experimental Design- test markets-Fundamentals of Sampling- Sampling methods- Probability and non-probability.													
Unit-5 - An	Unit-5 - Analysis and Reporting	١		1									12 Hour	lour
Descriptive	Descriptive analysis-Hypothesis testing- Correlation and Regression-ANOVA -Communicating Research Results- Research report preparation-graphic aids- Oral presentation.	search r	eport pre	paration-	graphic	aids-0	al pres	entation	۲.					

	1.	1. G.C. Beri, 'Marketing Research', Tata McGraw-Hill Education.	4.	Willi
	5	2. Harper W. Boyd Jr, Ralph Westfall, Stanley F. Stasch, Richard D. Irwin Inc., 'Marketing	7	Cen
Learning		Research – text and cases', All India Traveller Book Seller.	5.	Willi
Resources	<i>ي</i>	3. Raymond Kent, 'Marketing Research - Measurement, Method and Application',		Inter
		International Thomson Business Press.		

- William G. Zikmu<mark>nd, Barry J. Bab</mark>in, 'Essentials of Marketing Research, International Edition, 5e, ngage Learning Illiam G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin,Business Research Methods, ernational Edition, 9e, Cengage Learning

Learning Assessment	ī						
			Continuous Learning	Continuous Learning Assessment (CLA)		Some	o ijou
	Boom's	For	Formative	Buo7-eJI7	Learning	VIIIINO VAI Icaia	nalive
	Level of Thinking	CLA-1 Avei	CLA-1 Average of unit test (45%)	CL (15	CLA-2 (15%)	(40% WE	(40% weightage)
		Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	15%			10%	15%	
Level 2	Understand	72%			20%	25%	•
Level 3	Apply	30%		V D'The	32%	30%	
Level 4	Analyze	30%		1100	30%	30%	-
Level 5	Evaluate					•	•
Level 6	Create				2%	-	-
	Total		% 00	100	100 %	100	100 %



B.Tech / M.Tech (Integrated) Programmes-Regulations 2021-Volume-12-CSBS-Higher Semester Syllabi-Control Copy