

Mapping of PO-CO and PSO-CO:

Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping					
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	1	3	1	2	2	2	3	2	3	3	3	2
CO2	2	2	1	2	1	2	2	3	2	3	3	3	3	2
CO3	2	2	1	3	1	3	2	3	2	3	3	3	3	2
CO4	2	2	1	2	1	2	2	3	2	3	3	3	3	2

Theory Syllabus

Unit	Content	Hrs.
1.	<p>Market Research and Problem Definition: Meaning, Objectives, Importance, Classification of Market Research: problem-solving & problem-identification research, Market Research Process, Marketing research & competitive intelligence, Marketing Research Industry: research suppliers and services; Marketing Information Systems (MIS) & Decision Support Systems (DSS), Ethics in marketing research.</p> <p>Understanding the Marketing Research Problem: Importance of defining the problem, Process of defining the problem and developing an approach.</p>	15
2.	<p>Research Design: Marketing Research Designs (exploratory, conclusive), Descriptive Research: six (6) W's of the research, Longitudinal & cross-sectional designs, Causal research designs (independent and dependent variables), Potential sources of error in research design.</p> <p>Understanding of Data: Secondary data: criteria for evaluating secondary data, secondary data sources, computerized databases, syndicated sources of secondary data, Primary Data: qualitative vs quantitative research, classification of qualitative research procedures, classification of survey methods.</p>	15
3	<p>Sampling Techniques: Probability & non-probability sampling methods, Determining sample sizes, random and non-sampling error.</p> <p>Measurement Scales: Nominal, Ordinal, Interval & Ratio scales, Classification of scaling techniques.</p>	
3.	<p>Data Analysis, Interpretation, and Report Writing</p> <p>Descriptive Statistics: Summarizing and visualizing data, including measures like mean, variance, standard deviation, skewness, and kurtosis.</p> <p>Reliability and validity of research instrument.</p> <p>Inferential Statistics: Methods for hypothesis testing and drawing conclusions from data like t-tests, ANOVA, regression analysis, chi-square tests, and correlation analyses.</p> <p>Report Writing: Layout of research report.</p>	15

Note: Practical demonstrations of aforesaid statistical tests will be taught in classroom sessions only.	
Exam: Theory 100%	
Text Book:	
	Malhotra, Naresh K and Dash, Satyabhusa (2016). Marketing Research An Applied Orientation (7th ed.). Pearson Publication.
Reference Books:	
	Bajpai, N. (2011). <i>Business Research Methods</i> . Pearson Education India. Cooper, D. R., & Schindler, P. S. (2013). <i>Business Research Methods</i> (12 th edition). McGraw-Hill Education. Sharma, K. R. (2002). <i>Research Methodology</i> . National Publishing House (7 th ed.).
Online Resource:	
	https://onlinecourses.swayam2.ac.in/cec25_mg04/preview(Business Research Methods-By Dr G Parameshwari)