

GANPAT UNIVERSITY																
FACULTY OF MANAGEMENT STUDIES																
Programme		Bachelor of Business Administration				Branch / Spec.		International Business								
Semester		IV				Version		1.0.0.0								
Effective from Academic Year			2025-26			Effective for the Batch Admitted in			July 2024							
Subject Code		BMAR205		Subject Name			Market Research									
Teaching Scheme						Examination Scheme (Marks)										
(Per week)		Lecture (DT)		Practical (Lab.)		Total		CE		SEE	Total					
		L	TU	P	TW											
Credit	04	00	00	00	04	Theory		50	50	100						
Hours	04	00	00	00	04	Practical		00	00	00						
Pre-requisite:																
Fundamental understanding of basic statistics.																
Objective:																
To equip students with the knowledge and skills to understand market research fundamentals, design effective research methodologies, evaluate and analyze data, and prepare actionable insights for informed marketing decisions.																
Learning Outcomes/Course Outcome																
On successful completion of the course, the students will be able to:																
CO1- Understand the fundamentals of market research, including problem identification, research processes, and ethical considerations.																
CO2- Develop appropriate research designs, selecting suitable methodologies and data sources for effective decision-making.																
CO3- Apply sampling techniques and measurement scales to ensure data accuracy and reliability.																
CO4- Analyze and interpret data using statistical tools for informed decision-making and report writing.																
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.	<b>Market Research and Problem Definition:</b> 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. <b>Understanding the Marketing Research Problem:</b> Importance of defining the problem, Process of defining the problem and developing an approach.										15					
2.	<b>Research Design:</b> 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. <b>Understanding of Data:</b> 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.										15					
3	<b>Sampling Techniques:</b> Probability & non-probability sampling methods, Determining sample sizes, random and non-sampling error. <b>Measurement Scales:</b> Nominal, Ordinal, Interval & Ratio scales, Classification of scaling techniques.															
3.	<b>Data Analysis, Interpretation, and Report Writing</b> Descriptive Statistics: Summarizing and visualizing data, including measures like mean, variance, standard deviation, skewness, and kurtosis. Reliability and validity of research instrument. Inferential Statistics: Methods for hypothesis testing and drawing conclusions from data like t-tests, ANOVA, regression analysis, chi-square tests, and correlation analyses. Report Writing: Layout of research report.										15					

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