

GANPAT UNIVERSITY								
FACULTY OF MANAGEMENT STUDIES								
Programme	Bachelor of Business Administration				Branch / Spec.	Marketing Management		
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
Hours	04	00	00	00	04	Practical	00	00

Pre-requisite:

Fundamental understanding of basic statistics.

Objective:

To equip students with the knowledge and skills to understand fundamentals of market research, design effective research methodologies, evaluate and analyze data, and prepare actionable insights for informed marketing decisions.

Learning Outcomes/Course Outcomes:

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.	<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>	15
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>	15

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