

University of Mumbai



NAAC ACCREDITED

SYLLABUS FOR SEM-V

Program- B.Com

Course - MARKETING RESEARCH-I
(APPLIED COMPONENT) - I

Credit Based Semester and Grading System

w.e.f. the Academic year 2013 - 2014

SEMESTER V
T.Y.B.COM
MARKETING RESEARCH-I
2013-2014

Module-I: Introduction to Marketing Research. (10 Lec.)

Marketing Research-Definition and Growth-Marketing Information System and Marketing Research-Growing importance of Marketing Research –Advantages and problems of Marketing Research – Liberalization and Marketing Research.

Module II : Branches of Marketing Research. (15 Lec.)

Importance-Components with reference to Product Research, Price Research, Pricing Research, Promotion Research, Sales and Advertising Research, Consumer’s Research, Test Marketing – Shop Audit, Research for Marketing Events

Module III : Methods of Conducting Marketing Research. (10 Lec.)

Desk Research – Field Investigation – Observation – Garbage Analysis – Experimentation – Consumer Panel – Shop Audit.

Module IV : Techniques of Conducting Marketing Research. (10 Lec.)

Detailed Study of Steps in Marketing Research – Population – Sampling – Methods of Sampling – Comparative Study of Methods of Sampling.

**QUESTION PAPER PATTERN
MARKETING RESEARCH-I
2013-2014
SEMESTER V**

- Q1. Long answer type question on Module I with internal option. (15 Marks)
- Q2 Answer any two out of three Module II. (15 Marks)
- Q3. Answer any two out of three Modules III & IV. (15 Marks)
- Q4. Objective type questions (I to IV). (15 Marks)

AC 29/4/13

Item no. 4.103

University of Mumbai



NAAC ACCREDITED

SYLLABUS FOR T.Y.B.COM

MARKETING RESEARCH

(APPLIED COMPONENT) - II

SEM-VI

Credit Based Semester and Grading System

w.e.f. the Academic year 2013 - 2014

SEMESTER VI
MARKETING RESEARCH
(Applied Component) – II

Module-I: Sources of Data Collection.

(12 Lec.)

Primary Sources – Secondary Sources – Comparative Advantages and Disadvantages – Methods of Collecting Primary and Secondary Data – Questionnaire – Pilot and Final Questionnaire – Types of Questions – Why Test - Advantage of Questionnaire.

Module II : Data Processing.

(10 Lec.)

Editing – Classification – Tabulation – Interpretation – Use of Popular Statistical Methods – SPSS – Technology in Data Processing.

Module III : Organizing Marketing Research Activity.

(13 Lec.)

Separate Research Department – Professional Agencies- Advantages and Limitations – Professional Marketing Research Agencies in India. Comparative Study between owned and Hired Marketing Research Activities.

Feature of Rural Market – Factors Contributing to the Growth of Rural Marketing – Significance of Marketing Research in Rural Marketing.

Module IV : Current Affairs.

(10 Lec.)

Profile of Marketing Research in Commodity Marketing – Financial Security Marketing – Service Marketing – International Marketing. Professional Standards in Marketing Research – Ethics – Social Responsibility in Marketing Research

**QUESTION PAPER PATTERN
MARKETING RESEARCH-II
2013-2014
SEMESTER VI**

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|-----|---|------------|
| Q1. | Long answer type question on Module I. | (15 Marks) |
| Q2 | Answer any two out of three Module II & IV. | (15 Marks) |
| Q3. | Answer any two out of three Modules III. | (15 Marks) |
| Q4. | Objective type questions (I to IV). | (15 Marks) |