



C.B.C.S.
B. Com (Marketing) Programme
Semester V, M. G. University
CORE (OPTIONAL - 3)

MARKETING RESEARCH

Dr. CHANDANRAJ S M

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MARKETING
RESEARCH



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CBCS B.Com (Marketing) Programme

Fifth Semester

OPTIONAL CORE – III

**MARKETING
RESEARCH**

MAHATMA GANDHI UNIVERSITY

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PREFACE

I have great pleasure to present before you the book 'Marketing Research'. The book is meant for the Fifth Semester CBCS B.Com Degree Programme Mahatma Gandhi University, Kottayam, Kerala.

The Special features of the book are:

- ❖ Simple language
- ❖ Module wise questions in the University examination pattern
- ❖ Student Friendly
- ❖ Model Question Paper

I take this opportunity to express my sincere gratitude to the Principal **Dr. Jose P. Abraham** M.Sc., M.Phil, Ph.D, Siena College of Professional Studies, Edakochi for giving me continuous inspiration and support.

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I also take this opportunity to express my sincere gratitude to my parents, teachers, colleagues, friends and students for their support and criticism. So that future editions may prove more useful.

My thanks are also due to Mrs. Victoria, Divine DTP centre, Ernakulam who prepared the softcopy, for the neat and timely execution of this work.

I express my sincere thanks to the publisher, Sri. P.J. Joseph, the proprietor, Prakash Publications, Changanacherry, for his constant inspiration in bringing out this book.

Suggestions and critical comments for improving the book are always welcome.

Ernakulam
1-06-2019

Mr. Chandanraj S.M.

SYLLABUS

CORE (OPTIONAL) – 3

MARKETING RESEARCH

Instructional Hrs-90

Credit-3

OBJECTIVE – To acquaint the students with the method and techniques of marketing.

- MODULE – 1 Research-types-marketing research-definition-significance-areas covered by Marketing research-Market and marketing research-outside agencies and research-reliable information sources in India-limitations of marketing research. (14hrs)
- MODULE – 2 Research design-Exploratory-descriptive-diagnostic-experimental-before only-before and after-after only with control-before and after with control-independent and extraneous variable-treatment. (16hrs)
- MODULE – 3 Collection of data-primary and secondary-sampling and sampling design-probability and non probability sampling-collection of data-methods for collection of both primary and second data-scale of measurement and its basics. (18 hrs)
- MODULE – 4 Data processing-coding-editing-tabulation-testing of hypotheses-steps-parametric and non parametric tests (Theory only) – ANOVA – MANOVA – ANCOVA – Chi-square test – SPSS. (30 hrs)
- MODULE – 5 Reporting- Report of research findings-types of report-Report format-Contents. (12hrs)

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