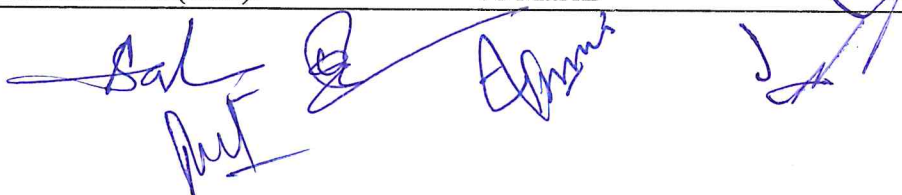


FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)  
Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
<b>Program:</b> Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		<b>Semester-V</b>	<b>Session: 2024-2027</b>
1	<b>CourseCode</b>	BBSC- 13	
2	<b>CourseTitle</b>	Marketing Research	
	<b>CourseType</b>	Discipline Specific Course (DSC)	
4	<b>Pre-requisite(if,any)</b>	<i>Asperrequirement</i>	
5	<b>CourseLearning Outcomes(CLO)</b>	<ul style="list-style-type: none"> <li>➤ <i>Discuss the Scope and Importance of Market Research and its role in the development of Marketing Strategy.</i></li> <li>➤ <i>Provide a detailed overview of the stages in the Market Research Process.</i></li> <li>➤ <i>To study the application of MR, Ethics in MR.</i></li> <li>➤ <i>To study the sales analysis and sales forecasting.</i></li> </ul>	
6	<b>CreditValue</b>	4Credits	<i>Credit=15Hours-learning&amp; Observation</i>
7	<b>TotalMarks</b>	Max.Marks: 100	MinPassingMarks: 40
<b>PART-B: ContentoftheCourse</b>			
TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	<b>Marketing Research:</b> Nature, Purpose, Importance, Defining theMarketing Research Problem; Application of Marketing Research; Limitations of Marketing Research; Threats to Marketing Research; Research process. <b>Research Design:</b> Meaning, Characteristics and Importance.		15
II	<b>Marketing Research Management:</b> Methods of data collection. Scaling Techniques, Sampling Designs, and Sample size decisions. Questionnaire design; Meaning and Characteristics of a Questionnaire. <b>Data Processing:</b> Selecting an appropriate Statistical Technique; Hypothesis Testing; Tabulation and analysis of data; Interpretation and Report Writing.		15
III	<b>Application of Marketing Research:</b> Consumer Research, Product Research, Sales Research and Advertising Research. Various issuesinvolved and Ethics in Marketing Research.		15
IV	<b>Sales Analysis and Forecasting:</b> Identifying Market Segments; Analyzing Competition and Consumer Markets. (LEARNINGTHROUH EXPERIENCE IN CHHATTISGARH STATE)		15
<b>Keywords</b> <i>Marketing Research, Research Design, Sales Analysis, Forecasting.</i>			
<b>PART-C: LearningResources</b>			
TextBooks,ReferenceBooksand Others			
<ol style="list-style-type: none"> <li>1. <i>Marketing Research ;G.C.Beri, Tata Mc Graw Hill, New Delhi</i></li> <li>2. <i>D. D. Sharma, Marketing Research, Himalaya Publishing House, Mumbai.</i></li> <li>3. <i>M.N. Mishra, Marketing Research, Sultan Chand and Sons, New Delhi.</i></li> <li>4. <i>Churchill, Gilbert A.; Basic Marketing Research, Dryden Press, Boston.</i></li> <li>5. <i>Luck, D.J. ; Marketing Research, Prentice Hall; New Delhi.</i></li> </ol>			
<b>Online Resources–</b> <a href="https://www.kopykitab.com/">https://www.kopykitab.com/</a> <a href="https://www.hitbullseye.com/grad-">https://www.hitbullseye.com/grad-</a>			
<b>PART-D:AssessmentandEvaluation</b>			
<b>Suggested Continuous Evaluation Methods:</b>			
<b>Maximum Marks:</b>		100Marks	
<b>ContinuousInternalAssessment(CIA):</b>		30Marks	
<b>EndSemesterExam(ESE):</b>		70 Marks	



<b>Continuous Internal Assessment (CIA):</b> (By Course Teacher)	Internal Test/Quiz-(2):20&20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
<b>End Semester Exam (ESE):</b>	<b>Two section- A &amp; B</b> Section A: Q1. Objective-10x1=10Mark; Q2. Short answer type-5x4=20Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40Marks	

*Name and Signature of Convenor & Members: (CBOS)*