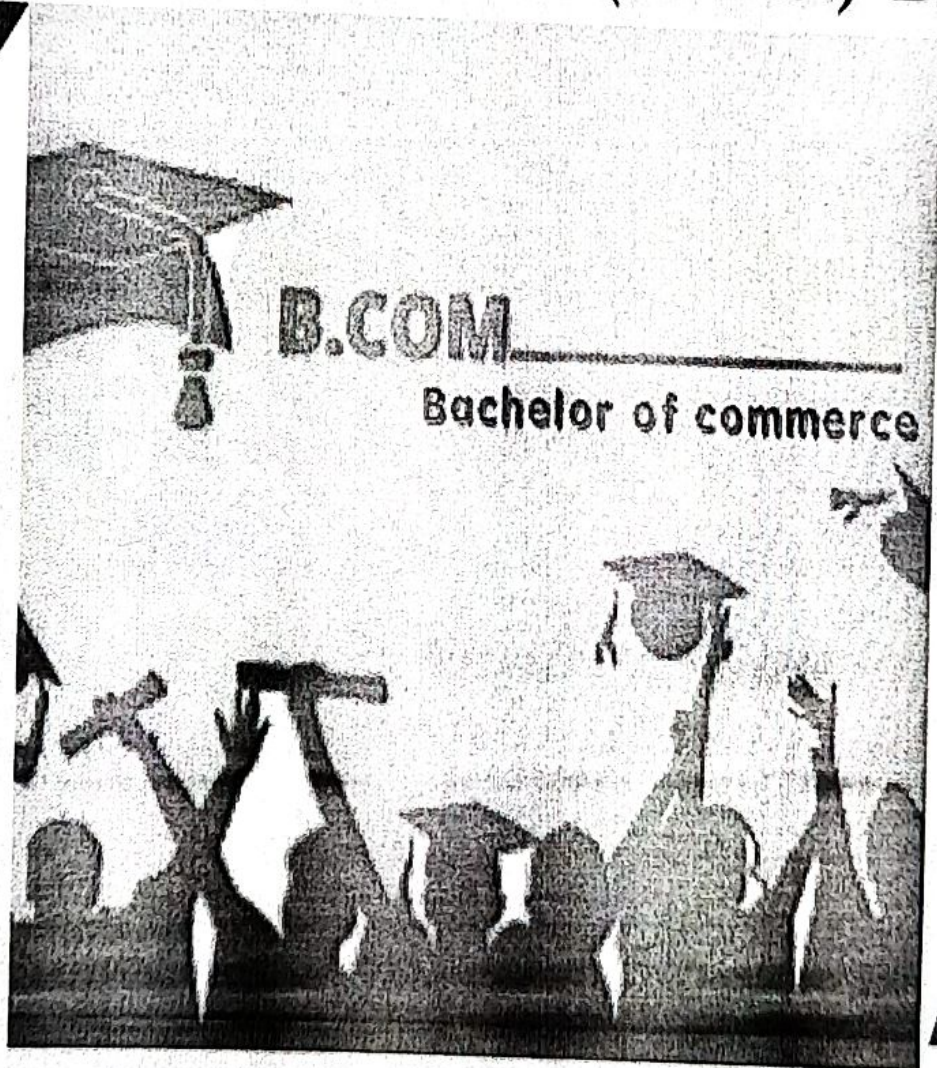


BCHD 601

B. Com. (Hons.)-D



Marketing Research

JAMIA HAMDARD



SEMESTER - VI

BCHD 601 MM – Marketing Research

Unit 1 – Nature and scope of marketing research

A decision making perspective on marketing research – marketing research in practice - the marketing research process – research design and implementation

Unit 2 – data Collection

Secondary sources of marketing data – standardized sources of marketing data – marketing research on the internet – information collection – qualitative and observational methods – issues in data collection – survey methods – attitude measurement – designing the questionnaire – experimentation – sampling fundamentals – sample size and statistical theory

Unit 3 – Data Analysis

Fundamentals of data analysis – hypothesis testing – basic concepts and tests of associations – hypothesis testing – means and proportions

Unit 4 – Special topics in data analysis

Correlation analysis and regression analysis – discriminant and canonical analysis – factor and cluster analysis – multidimensional scaling and conjoint analysis – presenting the results

Unit 5 – Applications

Traditional applications of marketing research – product – price – distribution – promotion – contemporary applications of marketing research – emerging applications of marketing research – database marketing and relationship marketing