SEMESTER – IV   **PAPER – 4.1**
Business Research
Full Marks : 100

Objective: To provide an exposure to the students pertaining to the nature and extent ofresearch orientation, which they are expected to possess when they enter the industry aspractitioners. To give them an understanding of the basic techniques and tools of businessmarketing research.

Course Content:

Unit I: (6L)

Nature and Scope of Marketing Research – Role of Marketing Research in decision making. Applications of Marketing Research – marketing research; The Research process – Steps in the research process; the research proposal; Problem Formulation: Management decision problem Vs. Marketing Research problem.

Unit II: (6L)

Research Design: Exploratory, Descriptive, Causal, Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context, Syndicated Research (in India)

Unit III: (8L)

Primary Data Collection: Survey vs. Observations. Comparison of self-administered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques; Measurement & Scaling: Primary scales of Measurement-Nominal, Ordinal, Interval& Ratio. Scaling techniquespaired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Pilot Survey, Questionnaire designing.

Unit IV :(20L)

Univariate Data Analysis: (10L)
Sampling techniques, determination of sample size; Testing of Hypothesis, ANOVA (One way and two way classified data)

Multivariate Data analysis: (10L)
Multiple Regression, Cluster Analysis, Factor Analysis and Discriminant Analysis.

Practical using SPSS Software (30 Marks)

Introduction- Data Entry, Storing and Retrieving Files, Statistics Menus, Generating New Variables, Running Statistical Procedures – data entry and interpretation of the output, Descriptive Statistics, Testing of hypothesis, ANOVA, Correlation, Regression analysis, Cluster analysis, Discriminant Analysis, Factor analysis, Forecasting techniques.
                        (20L)
Suggested Readings:
1. Research Methodology – R. Panneerselvam (Prentice Hall of India)
2. Research Methodology – C. R. Kothari(New Age International Ltd)
3. Statistics For Business Decisions – J. K .Das (Academic Publishers)
4. Research Methods for Business – U. Sekharan(John Wiley and Sons)

5.   Business Research Methods – S N Murthy and U Bhojanna (Excel Books)
6.   Marketing Research – G. C. Beri (Tata McGraw Hill)
7.   Marketing Research: An applied Orientation –N. Malhotra(Pearson Education)
8.   Business Research Methods – D.R. Cooper and P.S. Schindler(Tata McGraw Hill)
9.   SPSS for Windows: step by Step - D. George and P. Mallary(Pearson Education)
10. Statistical Methods in Business and Social Science – G. V. Shenoy and M. Pant (Macmillan)