



# St. Xavier's College – Autonomous Mumbai

## Syllabus For 3<sup>rd</sup> Semester Courses in Sociology (June 2013 onwards)

Contents:

Theory Syllabus for Courses:

AC 0301 MRC- INTRODUCTION TO MARKET RESEARCH:  
CONCEPTS AND APPROACHES I (APPLIED  
COMPONENT)

**S.Y. B.A**

**Course: AC 0301 MRC**

**Title: INTRODUCTION TO MARKET RESEARCH: CONCEPTS AND APPROACHES I**

**Learning Objectives:**

1. To introduce students to Market Research in terms of concepts and applications.
2. To help students understand the relevance and uses of quantitative and qualitative research approaches used in Market Research.
3. To build the essential knowledge base that will help a student conceptualise and start work on a research problem.
4. To equip students with the necessary technical capabilities required in primary research.

**Number of lectures: 60**

**UNIT I: MARKET RESEARCH – MEANING, NATURE AND SCOPE [15 lectures]**

- a. What is Market Research?
- b. Scope of Market Research
- c. Nature and importance
- d. Qualitative and quantitative approaches

**UNIT II: THE RESEARCH PROCESS [15 lectures]**

- a. The research process, types of research design. Its nature and applications
- b. Steps in research design process. Issues in Market Research - methodological and ethical
- c. The project proposal – its meaning, contents and importance

**UNIT III: SOURCES OF DATA [15 lectures]**

- a. Primary sources of data –surveys, panels, focus groups, observation
- b. Secondary sources of data - its nature, sources and examples of its applications.

**UNIT IV: QUESTIONNAIRE DESIGN [15 lectures]**

- a. The nature and purpose of the questionnaire - Decisions regarding question content, phrasing, response formats and sequence
- b. The pre test, its role and significance
- c. Measurement and research. Concept of measurement - Scales of measurement and their uses. Attitude and rating scales

**CIA Individual / Group Research Project**

**List of Recommended Reference Books**

- Burns A.C. & Bush R.F. (2007). *Marketing Research* (Fifth Edition). Delhi: Pearson Education
- Easwaran. (2007). *Marketing Research*. New Delhi: Oxford University Press
- Malhotra N.K. & Dash S. (2009). *Marketing Research: An Applied Orientation*. Delhi: Pearson Education.
- Nargundkar, R. (2008). *Marketing Research* (Third Edition). Delhi: Tata McGraw Hill Companies.
- Schmidt M.J. & Hollensen S. (2007). *Marketing Research: An International Approach*. Delhi: Pearson Education.