

MARKETING RESEARCH

UNIT – I

Marketing Research – Meaning and importance – role and scope – MR interface with other disciplines – Evaluation of MR in India. Market Research and Marketing Research – Merits and Limitation of MR MR and Marketing Information System – MR process – MR design – special techniques for MR. Panel Research – Retail audit – omnibus surveys – Trade Research.

UNIT – II

Product Research – Need – areas of Product Research: New Product development – concept development – Product test and Test marketing procedures – Research for identifying market segments.

UNIT – III

Research for Pricing decisions: - Profit oriented and share Oriented Pricing. Distribution Research: Research for number and location of sales representatives – locating retail outlet and warehouse – Distribution cost analysis.

UNIT –IV

Promotion Research: Research – Copy testing – Evaluating advt. effectiveness – Media research – Motivation Research.

UNIT – V

Sales Research : Methods of measuring market potential sales Control Research – Sales forecasting – Sales analysis.

Reference Books:

1. Body, Westfal et al-Market Research – All India Travellor.
2. Donald S.Tull & Del I. Hawkins – Marketing Research, Mcmillan
3. D.D.Sharma – Marketing Research, Sultan & Chand.
4. G.C.Beri – Marketing Research, Tata Mc Graw Hill.
5. Tull & Green – Research for Marketing Decision – PHI.
6. Thomar Kinnear & James Taylor – Marketing Research – An applied approach – Mc Graw Hill International.