

MARKETING RESEARCH

UNIT – I

Introduction to the MR .Historical development – Nature – Scope – importances – sources – market Research Vs. Marketing Research – techniques – organization.

UNIT – II

The technique and tools of MR – Scientific method and Marketing – Research design – Explortory Research – descriptive – case Research design – experimental design – analysis and interpretation of secondary data.

UNIT – III – PRODUCT RESEARCH:

New product Research – Generating idea – important attributes – business analysis – test Marketing product life cycle Research – product mix Research.

UNIT – IV – SALES CONTROL RESEARCH:

Sales forecasting – sales analysis – method for developing marketing potentials – Direct data method cordillory data method.

UNIT – V - FUTURE OF MARKETING RESEARCH IN INDIA:

Growing importance of M – Farmers – small Businessman consumer behaviour and expenditure patterns – Future of MR in India.

Text Book :

- (i) Marketing Research – G.C. Beri (TMH)
- (ii) Marketing Research – D.D. Sharma