



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Bachelor of Vocation (B.Voc.), 6<sup>th</sup> Semester**  
**Branch: Sales & Marketing Management**  
**Subject Name: Marketing Research**  
**Subject Code: 1162201**

**Teaching and Examination Scheme:**

Teaching Scheme			Credit C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	0	3	50	0	0	0	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA-Progressive Assessment

**Contents:**

Sr. No.	Content	Total Hrs.	Module % Weightage
1	<ul style="list-style-type: none"> <li>An Introduction, Objective and Scope of Marketing Research</li> <li>Advantages and limitations of Marketing Research</li> <li>Types of Marketing Research : Consumer Research, product research, sales research and Advertising research.</li> <li>Marketing Research Process</li> </ul>	10	25 %
2	<ul style="list-style-type: none"> <li>Meaning and scope of research design</li> <li>Types of research designs: exploratory, descriptive and conclusive</li> <li>Secondary Data: Sources and uses of secondary data</li> <li>Primary data collection methods; mail survey, telephone survey and interviews</li> </ul>	12	25 %
3	<ul style="list-style-type: none"> <li>Sampling Design – Probabilistic and non-probabilistic sampling.</li> <li>Designing Questionnaire for Marketing Research</li> <li>Data preparation process</li> <li>Hypothesis, concept, need, need of hypothesis</li> </ul>	12	25 %
4	<ul style="list-style-type: none"> <li>Making of Report and effective written presentation</li> <li>Effective oral presentation</li> <li>Role of Computer in research</li> <li>Ethics in Marketing Research</li> </ul>	08	25 %
	Total	42	100%

**Reference Books:**

No.	Author	Name of the Book	Publisher	Year of Publication /Edition
1	Naresh Malhotra & Satyabhusan Das	Marketing Research: An Applied Orientation	Pearson	Latest Edition
2	Joseph F. Hair, Jr.	Marketing Research	McGraw Hill	Latest
3	Donald Cooper, Pamela Schindler	Marketing Research: Concepts and Cases	McGraw Hill	Latest



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**Suggested Specification table with Marks (Theory): (For B.VOC. only)**

<b>Distribution of Theory Marks</b>					
R Level	U Level	A Level	N Level	E Level	C Level
15	15	20	0	0	0

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

**Course Outcomes:**

Sr. No.	CO Statement	Marks % Weightage
CO-1	Develop a focus towards basic concepts of marketing research methodology. Also understand the sense and significance of marketing research for a business enterprise.	25%
CO-2	Understanding of the concept of research design and know how to collect the data.	25%
CO-3	Learning about different sampling designs, understanding of Questionnaire design and concept of hypothesis.	25%
CO-4	Develop skills for effective research report writing and effective presentation.	25%