Proposed Syllabus
T.Y.B.com Semester Five
Main Subject Adv. B.M.
Subject Title - Market Research (CE-302C)

Unit One.  (25%)

Marketing Research-Basic understanding.
Meaning of Marker Research & Marketing Research, Role of Marketing Research in
Marketing Management, process of Marketing Research, Ethical Issues in Marketing
Research, Nature & contents of Ethical Issues,

Unit Two.  (25%)

Branches of Marketing Research.
Consumer Research - Meaning & Scope, Need, Functions.
Product Research - Meaning & Scope, Importance.
Advertising Research - What to Test, When to Test.
Media Research - Functions of Media Research.
Motivational Research - Meaning uses & Limitations.
Techniques - Marketing Research in India.

Unit Three.  (25%)

Marketing Research Proposal & Design & Scales of Measurement.
Marketing Research Design – Its Meaning, Its Importance, Types of Research Design,
Criteria of good Research Design.
Scales of Measurement – Meaning of Measurement in Marketing Research, criteria of sound
Measurement of Marketing Research.

Unit Four.  (25%)

Sampling in Marketing Research & Marketing Research Report.
Meaning of sampling, steps of sampling process, Types of sampling plans, Meaning of
Marketing Research Report, writing criteria of Marketing Research Report, Proforma /
Reference Books.

2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)