Objectives:
The course is meant to make the student aware of the research angle to marketing at a basic level.

Number of credits: 2
Lectures per week: 2 of one hour each
Total sessions: 24

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Unit I (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 II (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 III**  (25%)

Marketing Research Proposal & Design & Scales of Measurement.


Scales of Measurement – Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research.

**Unit IV**  (25%)

Sampling in Marketing Research & Marketing Research Report.


**Reference Books.**

2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
Objectives:
The subject is focused on improving communication and presentation skills. To develop student ability to present self-confidently and professionally, manage verbal and nonverbal parts of the speech, be able to deal with stage-fright and to work with the audience – how to get attention and how to interest.

Number of credits: 2
Lectures per week: 2 of one hour each
Total sessions: 24

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Unit-I
Preparation of presentation – 1st part – what, how, for whom, structure, principles and presentation technique, business presentation specifications, Report Writing, Developing Effective Presentation Skills.

Oral Presentation: Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills.

Slide Presentation: Craft your message, Make a visuals, Include proper Content of your presentation

Unit-II
Verbal communication – jawbreakers, argumentation, usable and unsuitable phrases Communication skills – listening, empathic reaction, how to question, stealing the show, opening door question Conflict situation solving, attack from the audience – communication skills as a work experience, vicious circle of attack and defense
Nonverbal communication during presentation – how to manage stress, what to do with hands, legs, activating the audience with nonverbal communication, body language

Unit-III
Work with audience – ice-breaking, get them in the mood, work with emotions, visualization tools, nonstandard situations Improvisation and unprepared presentations Personal typology, professional typology, social aspect, man-woman view

Unit-IV
Feedback – appreciation and critique, Paradigm of human cooperation – why there could be problems to start the communication and what to do with it – Defense against manipulation, how to say NO, stress management, Image and etiquette

Reference:

1. Effective Presentation Skills – Robert Dilts, Meta Publication
2. Business Communication Today - Bovee and Thill: Tata McGraw Hill,
3. Presentation Skills 201