KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

B.B.A. : V Semester

Business Research Methods
(w.e.f.2018-19 and Onwards)

Teaching hours per week – 04 :	**Maximum Marks**	:	**100 Marks**
	Semester End Examination	:	**70 Marks**
	Internal Assessment	:	**30 Marks**

Course Outcome:

At the end of this course students will be able to:

1. Understand the significance of research in business and the present scenario of Indian business research industry.

2. Understand the marketing research process and prepare a research proposal for the management.

3. Understand the types of research designs and its applications. (in which case these designs can be implemented.)

4. Decide which type of research data will be more significant in decision making.

5. Understand how to analyse and interpret the research data and use the outcome to make better business decisions.

Syllabus

UNITS	Syllabus	HOURS
Module I	**Introduction to Research** • Meaning, Applications and Limitations • Research Industry in India	4 Hours
Module II	**The Research Process and Research Design** • Marketing Research Process. • Research design and its Classification • Marketing Research Proposal. • Potential errors affecting Research designs	12 Hours
Module III	**Research Data: Secondary Data & Primary Data** • Meaning, Internal and External sources of Secondary Data • Agencies providing Secondary data (AC Nielsen, IMRB, ORG MARG, Gallup, pathfinder, JD Power etc…) • Standard Reports (NRS, IRS, Census, TRPs etc…)	12 Hours

		• Survey Research: Nature of Survey Research and Criteria for selection of a survey method • Experimental Data: Experimental designs and Experimental Environment	
Module IV	**Measurement Techniques & Scaling** • Meaning and scales of Measurement : Primary Scales of Measurement • Comparative Scaling Techniques • Non Comparative Scaling Techniques • Questionnaire Design • Qualitative Research Projective Techniques, Focus Group Interviews, Depth Interviews. • Quantitative Research: Observation and Physiological measures.	16 Hours
Module V	**Sampling, Data Analysis & Reporting** • Sampling Design & Process • Types of Sampling • Sample Size Determination • Data Collection, Data Preparation and Analysis**:** Field Work, Validation of field Work & Evaluation, Data Reduction (Field Controls, Editing, Coding, Transcribing etc…), Data Analysis: Univariate Analysis (Z test & t test), Problems. • Marketing Research Reports**:** Preparing the written Research Report & Presentation.	16 Hours

TEXT BOOKS:

1. Marketing Research – Naresh Malhotra

REFERENCE BOOKS:
1. Marketing Research – Donald Tull and Del Hawkins
2. Marketing Research – Tull and Green
3. Marketing Research – Sangeeta Agarwal