

| BBA II Year | BBA- C401 | | Semester-IV | | |
|--|--|---|--------------------|---------------|---------------|
| | Business Research | | | | |
| Time Allotted for End Semester Examination | Marks Allotted for Internal Assessment | Marks Allotted for End Semester Examination (ESE) | Maximum Marks (MM) | Total Credits | Maximum Hours |
| 3 Hrs. | 30 (20+10) | 70 | 100 | 06 | 60 |

OBJECTIVE: To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business marketing research.

- Definition, Importance, Nature, Objectives, Scope and Limitations of Research, Role of Research in Decision Making, Applications of Research, The Research Process- Steps in the Research Process; the research proposal; Problem Formulation; Management problem Vs Research Problem. **(15 Hours)**
- Research Design: Exploratory, Descriptive, and Causal. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context, Syndicated Research (in India). **(15 Hours)**
- Primary Data Collection: Survey Vs. Observations. Comparison of self-administered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques; Measurement & Scaling: Primary scales of Measurement-Nominal, Ordinal, and Interval & Ratio. Scaling techniques- paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Questionnaire-form & design. **(15 Hours)**
- Sampling: Sampling techniques, Data Preparation: Editing, Coding, Classification, and Tabulation of Data, Introduction to theoretical concept of Univariate and Bivariate Data Analysis. **(15 Hours)**

SUGGESTED READINGS:

1. Aaker, K., & Day .(2012). *Marketing Research*. Wiley, New Delhi.
2. Churchill (2009). *Marketing Research Methodological Foundations*. Cengage Learning, India.
3. Cooper & Schindler.(2007). *Business Research Methods*. McGraw-Hill Education, New Delhi.
4. David, J. L., Ronald, S., Rubin.(1994). *Marketing Research*. PHI Learning Pvt. Ltd, New Delhi.
5. Donald R.C. & Pamela, Schindler(2010). *Business Research Methods*. McGraw Hill, New Delhi.
6. Malhotra, N. (2010). *Marketing Research*. Pearson education, New Delhi.
7. Zikmund, Babin& Carr. (2006). *Business Research Methods*. South-Western.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.