



# **St. Xavier's College – Autonomous Mumbai**

## **Syllabus For 4<sup>th</sup> Semester Courses in Sociology (Applied Component) (November 2013 onwards)**

Contents:

Theory Syllabus for Courses:

AC 0401 MRC - INTRODUCTION TO MARKET RESEARCH  
CONCEPTS AND APPROACHES II (APPLIED  
COMPONENT)

**S.Y. B.A**

**Course: AC 0401 MRC**

**Title: Introduction To Market Research: Concepts And Approaches II**

**Learning Objectives:**

1. To build on the conceptual, analytical and practical skills acquired by the student so as to be able to conduct fieldwork and data analysis.
2. To create a better understanding of sampling and its value to field work.
3. To develop the necessary report writing skills which are so essential in Market Research.

**Number of lectures: 60**

**UNIT I**

**Sampling**

**[15 lectures]**

- a. Meaning and importance - Approaches ( Census Vs Sampling )
- b. Approaches - Various types of probability and non probability samples - Their uses, strengths and limitations

**UNIT II**

**Field Work, Data Analysis and Tabulation**

**[15 lectures]**

- a. Essentials of Field Work
- b. Organisation of data
- c. Interpretation of data

**UNIT III**

**Market Research In India**

**[15 lectures]**

- a. Background and Development
- b. Challenges
- c. Influence of Globalisation

**UNIT IV**

**The Research Report**

**[15 lectures]**

- a. Reporting Styles
- b. Presentation of Data
- c. Interpretation of Market Research reports

**CIA Individual / Group Research Project**

**List of Recommended Reference Books**

1. Burns A.C. & Bush R.F. (2007). *Marketing Research* (Fifth Edition). Delhi: Pearson Education
2. Easwaran. (2007). *Marketing Research*. New Delhi: Oxford University Press
3. Malhotra N.K. & Dash S. (2009). *Marketing Research: An Applied Orientation*. Delhi: Pearson Education.
4. Nargundkar, R. (2008). *Marketing Research* (Third Edition). Delhi: Tata McGraw Hill Companies.
5. Schmidt M.J. & Hollensen S. (2007). *Marketing Research: An International Approach*. Delhi: Pearson Education.