

AC –
Item No. –

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Knowledge is Supreme

Title of the Course: Commerce VIII - Marketing Research

Programme: Bachelor of Commerce (B.Com.) Semester VI

**Syllabus for 2 credits
From the academic year-2025-2026**

Name of the Course: Commerce VIII - Marketing Research

Sr. No.	Heading	Particulars
1	Description the course :	This course introduces the fundamentals of marketing research, including research design, sampling techniques, data processing, and report writing. It focuses on applying research methodologies to understand market trends, consumer behavior, and competition, equipping students with essential tools for effective decision-making in marketing.
2	Vertical :	Major (Electives)
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation: 20 Marks Semester End Evaluation: 30 Marks
7	Course Objectives:	<ol style="list-style-type: none"> 1. To understand the key concepts and methodologies of marketing research. 2. To apply research techniques for solving real-world marketing problems and informing strategic decisions.
8	Course Outcomes:	<ol style="list-style-type: none"> 1. Students will be able to design and conduct marketing research projects. 2. Students will be able to analyze and interpret research data to guide marketing decisions.

9	<p>Module 1: Introduction to Marketing Research (15 Hours)</p> <ul style="list-style-type: none"> ● Marketing Research: Definition, Features, Significance of Marketing research in marketing decision making, Limitations of Marketing Research, Steps in Marketing Research, Ethics in Marketing Research, Scope of Global Marketing Research. ● Marketing Research Design: Concept, Importance and Types of Research Design in Marketing; Framing Hypothesis in Marketing Research: Concept, Importance and Types; Sampling in Marketing Research: Technique and Essentials of good sampling.
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	<ul style="list-style-type: none"> ● Data Analysis and Reporting in Marketing Research: Concept, Stages in Data Processing in Marketing Research, Steps in Data Analysis in Marketing Research, Use of Statistical Tools in Marketing Research, Types of Marketing Research Report, Content of Marketing Research Report. 	
	Module 2: Applications of Marketing Research (15 Hours)	
	<ul style="list-style-type: none"> ● Product Research: Concept, Steps in new product development, Product Testing methods, Components of brands, Importance of brand research; Price Research: Concept, Factors influencing pricing, Methods of price research. ● Promotion research: Concept, Elements of promotion research; Advertising Research: Concept, Advertising effectiveness testing methods; Physical Distribution Research: Concept, Importance of physical distribution research, Components of Supply Chain Management; Sales research: Concept, Significance ● Rural Research: Concept, Do's and Don'ts in Rural research; Consumer Research: Concept, Objectives, Methods; Motivation Research: Concept, Importance. 	
10	References: <ul style="list-style-type: none"> ● Kothari, C. R., & Garg, G. (2019). Research Methodology: Methods and Techniques (4th ed.). New Age International Publishers. ● Krishnaswamy, K. N., Sivakumar, A. I., & Mathirajan, M. (2009). Management Research Methodology: Integration of Principles, Methods and Techniques. Pearson India. ● Malhotra, N. K., & Dash, S. (2016). Marketing Research: An Applied Orientation (7th ed.). Pearson India. ● Hair, J. F., Ortinau, D. J., & Harrison, D. E. (2024). Essentials of Marketing Research (6th ed.). McGraw Hill. ● Kolb, B. (2008). Marketing Research: A Practical Approach. SAGE Publications Ltd. 	
11	Other Readings: <ul style="list-style-type: none"> ● Harvard Business Review Articles 	
12	Websites: <ul style="list-style-type: none"> ● https://shodhganga.inflibnet.ac.in/ ● https://www.researchgate.net/ 	
13	Continuous Evaluation : 40%	Semester End Examination : 60%

14	Continuous Evaluation through:	
	Component	Total Marks
	Class test/ Case study/ Book Review/ Assignment/ Report writing/ Presentation/ Video presentation	20 Marks
	Total	20 Marks

15	Format of Question Paper for Semester End Examination (S.E.E.)		
	Maximum Marks: 30	Duration: 01 hour	
	Note: All questions are compulsory.		
	Question Number	Nature of Questions	Maximum Marks
	Q.1.	Attempt any 2 of the following: (From Module I) (5 marks each)	10
	a)		
	b)		
	c)		
	Q.2.	Attempt any 2 of the following: (From Module II) (5 marks each)	10
	a)		
b)			
c)			
Q.3.	Attempt the following: (From Entire Syllabus) (5 marks each) (Approach Based Questions)	10	
a)			
b)			

Signatures of Team Member/s

Sr. No	Name	Signature
1.	Dr. Sadhana Venkatesh	
2.	Ms. Priyanka Bhalekar	