



**Anekant Education Society's
ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)**

Baramati, Pune

MBA Sem. I (Batch of 2020-22)

Lesson Plan (A. Y. 2020-21)

Course Title	Marketing Research	Course Code	205MKT
Name of Faculty	Dr. D. P. More	Type of Course	Subject Core
Credits	03	LTP	2:1:1
Teaching Pedagogy	Case Based, Flipped Classroom, T-P-S	Session Allotment	45

Evaluation Method: CCE

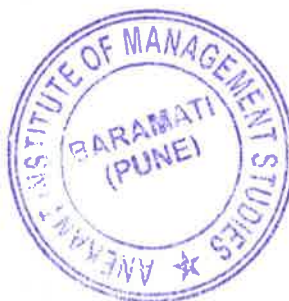
Lerner Level Assessment and Activities for 20% Slow and 20% Advanced Learner shall be implemented like Remedial Classes, Counselling for Slow Learner and Case study, Literature Review for Advance Learners Shall be implemented.

Sr. No.	Particulars	Weightage	Purpose
CCE 01	Assignments	25	To review understanding level
CCE 02	Research Proposal Presentation	25	To evaluate the application of theoretical concepts
CCE 03	Research Project	25	To check overall practical knowledge of subject.

Comprehensive Concurrent Evaluation Plan (CCE Plan)

COs	CCE01	CCE 02	CCE 03	Total Marks
	Home Assignment	Research Proposal Presentation	Research Project	
	25 Marks	25 Marks	25 Marks	
1. Remembering	15			15
2. Understanding	10			10
3. Analysing		5		5
4. Evaluating		10	5	15
5. Applying		10	10	20
6. Creating			10	15

(Note: CCE tools, weightage & L: T: P configuration shall be designed by course teacher based on need of students and competency of teacher)

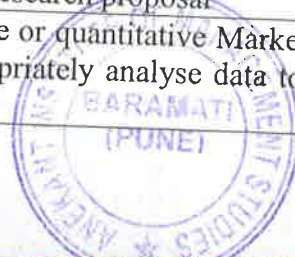


POs	Program Outcomes
PO1	Generic and Domain Knowledge - Ability to articulate, illustrate, analyse, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
PO2	Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques
PO3	Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
PO4	Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
PO5	Leadership and Team Work - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders
PO6	Global Orientation and Cross-Cultural Appreciation: Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management
PO7	Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses
PO8	Environment and Sustainability - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects
PO9	Social Responsiveness and Ethics - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity
PO10	Life Long Learning - Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills

Programme Specialization Outcomes (PSOs): At the end of the MBA programme the learner of specific specialisation will possess the

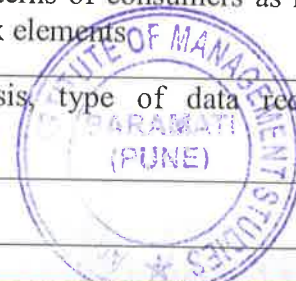
Specializations	PSO No.	PSO's
Marketing	7	Understand the role of research in making marketing decisions
	8	Design marketing mix to achieve organizational marketing goals.
	9	Analyze and strategize marketing activities in the context of rural markets in India.

CO#	Cognitive Abilities	Course Outcomes
CO 01	REMEMBERING	IDENTIFY and DESCRIBE the key steps involved in the marketing research process
CO02	UNDERSTANDING	COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses.
CO 03	APPLYING	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within
CO 04	ANALYSING	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue.
CO 05	EVALUATING	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal
CO 06	CREATING	PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.



Course Outcomes: On successful completion of the course the learner will be able to:

2019 Month	Sub-unit	L:T:P	CO	Per Session Topics to be covered
June.	1.5	L	1	Definitions - Marketing Research, Market Research, Scope and Limitations of Marketing Research, Role of Information in Marketing Decisions
	1.2	L	1	Value and Cost of Information, Marketing Information System and Marketing Research, Marketing Decision Support System
	1.3	L	2	Difference between exemption and deduction, capital and revenue, rebate and deduction
	1.4	L	3	Threats to Marketing Research, Relationship between Marketing Research & Marketing, Organizing Marketing Research function,
	1.5	T	5	Evaluating utility of Marketing Research, Online Marketing Research, Recent Trends in Marketing Research
	1.6 2.1 2.2	T	1	Marketing Research Industry in India
		P	1	The marketing research brief, The Marketing decision problem and marketing research problem-Practical Case
		L	1	Defining the marketing research problem, developing the research approach, The decision maker & the environment, alternative courses of action, objectives of decision maker, consequences of alternative courses of action,
July	2.3	P	3	Translating decision problem to research problem,
	2.4 2.5 2.6 2.7 3.1	L	1	Marketing Research Proposal-Background – basic problem/opportunity , Objectives , Research Design
		L	2	Qualitative & Quantitative approaches, Data Requirements, Data collection methods,
		L	1	Data collection instruments, Population definition, Sample Plan, Sample size, Sampling Methodology, Statistical analysis,
		T	3	Report Writing, Ethical Issues in Marketing Research participant issues, sponsor issues, corporate espionage, code of ethics
		T	2	Learner Level Assessment Test
		L	1	Conjoint Analysis: Conceptual basis, procedure, type of data required, key decision, how to interpret output
		P	6	applications to study trade off patterns of consumers as related to different levels of marketing mix elements
		L	1	Factor Analysis: Conceptual basis, type of data required, procedure, PCA
		P	4	Interpreting factor matrix (factor



Aug				loadings, communalities, Eigen value), determining number of factors using latent root criteria & scree test, interpreting & naming factors,
		P	6	applications in consumer behaviour studies
	3.3	L	2	Cluster Analysis: Conceptual basis, type of data required, procedure, clustering methods – single linkage rule,
	3.4 4.1	T	5	how to interpret output, applications related to psychographic & lifestyle market segmentation
		L	2	Multi- dimensional Scaling & Perceptual Mapping: Conceptual basis, type of data required, key decision attribute based versus non-attribute based approaches
		L	5	procedure, how to interpret output, applications related to target market selection & positioning
		L	2	Discriminant Analysis (Two Group Case): Conceptual basis, type of data required, determining the coefficients,
		T	5	Interpreting discriminant function
		P	2	classifying subjects using discriminant function, applications in marketing
		L	1	Sales Analysis and Forecasting: Mining internal customer and sales data In-store shopper marketing research and Retail shop audits,
Spet.	4.2	L	2	margin trend data, targeting best customers, identifying most efficient and effective advertising and promotion methods to reach existing consumers, Consumer panels, Customer satisfaction research,
		L	1	Concept of Market demand and Market potential, Forecasting, Forecasting methods, Choosing a forecast model
		L	3	Forecast errors. Moving Average and Exponential Methods, Decomposition Methods, Regression Models
		L	1	New Product Development and Test Marketing: marketing information for new markets, new product categories, new product concepts, new product design and market validation research
		L	3	Test marketing – uses, types, methods, limitations. Conjoint analysis for understanding consumer preferences and application to product design
	4.3	L	1	Market Segmentation and Positioning: researching traditional market segments, defining meaningful segments, assessing existing product strength and line extension potential
	4.4	L	1	creative positioning strategy, repositioning strategy research, defining go-to-market strategy, current and potential markets
	5.1	T	3	Use of Factor analysis and perceptual maps

		L	1	Pricing research: Pricing research and pricing strategy decisions, optimum price-product-feature configurations and market positioning opportunities
		P	1	Brand Research: brand concepts, brand names, brand power research, brand equity survey measurements, Brand tracking studies
	5.2 5.3	L	1	Advertising Research: Concept testing research – evaluating advertising concepts, ad theme concepts and appeals, ad recall surveys, message and theme salience, impact measures
		L	2	buying motivation and association measures, media research like readership surveys, Media audience tracking studies, TRP, Limitations of advertising research
		L	2	International Marketing Research: Marketing research in international context - importance, complexities and issues, International secondary data sources, Primary data collection
		L	2	Methods and complexities of data collection in international marketing research, Online data sources and research,
		P	2	Issues in multi-country data analysis - Data Comparability and validity problems, major sources of errors, Report preparation and presentation.
		P	5	Presentations
		P	3	Presentations

Total Sessions: 44 Dr. D. P. More

CO-PO ARTICULATION MATRIX

Course Outcomes Lesson Distribution

Course Outcome	POs	Cognitive Level (Remember/Understand Apply /Analyze /Evaluate / Create)	Class Sessions (L)	Tutorial Sessions (T)	Practice Sessions (P)	Total
CO1	PO1, PSO1	Understand	13	1	0	31.82%
C02	PO2	Compare	9	1	3	29.55%
C03	PO3	Demonstrate	3	2	2	15.91%
C04	PO4, POS2	Analyze	0	1	1	4.55%
C05	PO5, PSO3	Design	1	0	4	11.36%
C06	PO6	Undertake	0	1	2	6.82%
Total Hours of instruction			26	6	12	44

Strength of mapping is defined at three levels: Slight or Low (level 1), Moderate or Medium (level 2) and Substantial or high (level 3)

A simple method -number of hours devoted to the COs which address the given PO.

If > 40% then PO is Level 3

If 25 to 40% then PO is Level 2

If 5 to 25% then PO is Level 1

If not-addressed < 5% then PO is considered



CO-PO, PSO Mapping Level

	CO's	CO20501	CO20502	CO20503	CO20504	CO20505	CO20506
PO's	1	2					
	2		2	2			2
	3			2	2	2	2
	4						
	5						
	6				1	1	1
	7						
	8						
	9						
	10						
PSO's	1						
	2						
	3						
	4						
	5						
	6						
	7	3	2	1			
	8			2	1	2	1
	9				2	1	2
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	24						

(Note: The strength of Mapping of CO with multiple PO and PSO shall be decided by course teacher)

Targets are to be set for each CO of a course individually (set the targets on the basis predicting present student performance or previous experience by teacher/ committee or any method if possible).

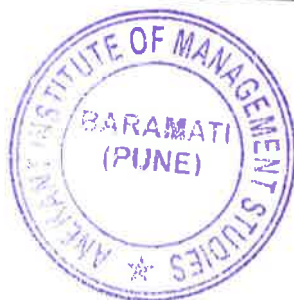


CO	Target (Class Average %)
CO1	65
CO2	60
CO3	55
CO4	55
CO5	50

Learning Resources: As mentioned in SPPU syllabus copy

1	Text Books	<ol style="list-style-type: none">1. Marketing Research, G C Beri, TMGH2. Marketing Research - An Applied Orientation, Malhotra and Dash, Pearson Education.3. Marketing Research, Churchill, Jr, G.A. and D. Iacobucci, South Western: Thomson.4. Marketing Research, Zikmund, Babin, Cengage Learning5. Marketing Research, Boyd, H.P., R. Westfall and S. F. Stasch, Delhi: A.I.T.B.S.6. Marketing Research, Burns, G.A. and D. Bush, South Western: Thomson.
2	Reference Books	<ol style="list-style-type: none">1. Marketing Research, Green, P.E., Tull, D.S. and G. Albaum, New Delhi: Prentice Hall of India.2. Marketing Research, Suja Nair3. Marketing Research, Luck, D.J. and R.S. Rubin, New Delhi: Prentice Hall of India.4. Marketing Research, Tull, D.S. and D.I. Hawkins, New Delhi: Prentice Hall of India.


Dr. D. P. More





Anekant Education Society's

Anekant Institute of Management Studies, Baramati

Learner Level Assessment Test

Course: Marketing Research (205MKT)

Academic Year: MBA I SEM-II 2020-21

Total Marks: 20

Duration: 30 Minuets

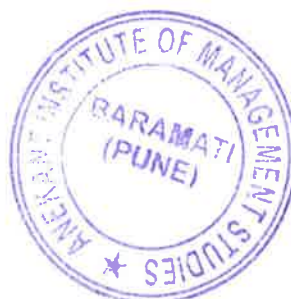
- Q.1.** Marketing means
- A) Buying
 - B) Selling
 - C) Buying & Selling
 - D) Analyzing
- Q.2.** Marketing Research is a systematic method of
- A) Collecting
 - B) Recording
 - C) Analyzing
 - D) a, b, & c
- Q.3.** Marketing Research Techniques Classified in
- A) Exploratory research
 - B) Descriptive research
 - C) Causal research
 - D) All
- Q.4.** Formulating Hypothesis Used which Marketing Research Techniques
- A) Exploratory research
 - B) Descriptive research
 - C) Causal research
 - D) All
- Q.5.** 'Analysis of Case Studies' Using clarify problem in which Marketing Research Techniques
- A) Exploratory research
 - B) Descriptive research
 - C) Causal research
 - D) Only b & c
- Q.6.** 'Literature Survey' Using clarify problem in which Marketing Research Techniques
- A) Exploratory research



- B) Descriptive research
 - C) Causal research
 - D) Only b & c
- Q.7. Experience Survey Using clarify problem in which Marketing Research Techniques
- A) Exploratory research
 - B) Descriptive research
 - C) Causal research
 - D) Only b & c
- Q.8. What are the features of Marketing Research?
- A) Wide & Comprehensive Scope
 - B) Systematic and Scientific
 - C) Science and Art
 - D) a ,b & c
- Q.9. Role of Marketing Research
- A) Describe
 - B) Predict
 - C) Explain
 - D) All
- Q.10. Role of Information in Marketing Research
- A) Accurate
 - B) Adequacy
 - C) Current
 - D) all
- Q.11. Features of Good Research Design based on
- A) Theory base
 - B) Situational
 - C) Art
 - D) Only a & b
- Q.12. Exploratory Research Techniques used to clarify problem of
- A) Literature Survey
 - B) Analysis of Case Studies
 - C) A & B
 - D) Only B
- Q.13. What is mean by Qualitative Research Techniques
- A) Focus Groups
 - B) Depth Interviews
 - C) A&B
 - D) Only B



- Q.14. "time-series studies" called as
- A) Exploratory research
 - B) Descriptive research
 - C) Longitudinal Studies
 - D) None of the above
- Q.15. Full form of (TRPs)
- A) Target Rating Process
 - B) Target Rate Price
 - C) Target Rating Points
 - D) None of the above
- Q.16. Managers cannot always wait for information to arrive in bits and pieces from marketing departments. They often require _____ studies of
- A) Formal
 - B) Informal
 - C) Convenient
 - D) Inconvenient
- Q.17. _____ Department provides specific information to marketing managers:
- A) Marketing
 - B) Finance
 - C) Marketing Research
 - D) System
- Q.18. In contrast to a judgment sample, a probability sample is
- A) Statistically random in nature
 - B) Arbitrary
 - C) Pre-selected from the universe
 - D) One in which the sampling error cannot be measured
- Q.19. Information sought in marketing surveys usually falls into all of the following categories EXCEPT
- A) factual information relating to the particular subject
 - B) respondent descriptions of the interviewer
 - C) opinions and attitudes on subjects pertinent to the survey
 - D) personality and other characteristics of the respondents to the survey
- Q.20. Marketing research that can be considered conclusive includes all of the following EXCEPT
- A) Search of Secondary Data
 - B) Statistical Analysis
 - C) Experimentation
 - D) Simulation





Anekant Education Society's

Anekant Institute of Management Studies, Baramati

Learner Level Assessment Report

Course: Marketing Research (205MKT)

Academic Year: MBA I SEM-II 2020-21

Roll Number	Name of the Student	Marks	%	Learning Level	Activity
8	Ajay Dattatraya Bhagat	18	90	Advanced	Registration of Mystery Shoppers, Online Research Tools (Survey monkey, Google forms) SPSSP Introductory part
22	Doshi Dikshita Hemantkumar	18	90	Advanced	
32	Sourabh Vilas Gaikwad	18	90	Advanced	
110	Ambika Mohanrao Takale	18	90	Advanced	
9	Akshay balaso bhosale	16	80	Advanced	
17	Shubham Nagnath Deshmukh	16	80	Advanced	
20	Vaibhav Somanath Dhumal	16	80	Advanced	
56	Ganesh Sunil khandale	15	75	Medium	Regular Classes, Mentoring, Quiz, Peer Learning
80	Sayali Rajendra Narote	15	75	Medium	
19	Dhumal Omkar Hanumamt	14	70	Medium	
28	Gaikwad Nikhil Chandrakant	14	70	Medium	
30	Gaikwad sangram sevagiri	14	70	Medium	
40	Jadhav Amit Suresh	14	70	Medium	
76	Kiran Sanjay Mergal	14	70	Medium	
77	More Aarti Hiranman	14	70	Medium	
109	Aditya Takale	14	70	Medium	
119	Onkar santosh walke	14	70	Medium	
121	Sandesh tanaji wayase	14	70	Medium	
122	Surendra mahendra Wayase	14	70	Medium	
99	Necraj Savale	13	65	Medium	
1	Prasad Rajendra Adake	10	50	Slow	Remedial Sessions, Video Lectures, Study Materials, Mentoring, Personal Counselling
7	Shubham Suresh Bankar	10	50	Slow	
42	Rohit Shivaji Jadhav	10	50	Slow	
43	Jamdar Kanchan Pandurang	10	50	Slow	
83	Ganesh Nimbalkar	10	50	Slow	
8	Ajay Dattatraya Bhagat	10	50	Slow	

Slow Learners: below 50 %

Medium Learners: 50-80 %

Advanced Learners: 80 % & Above



Dr. D. P. More
Course Teacher



Anekant Education Society's

Anekant Institute of Management Studies, Baramati

Remedial Classes Report

Course: Marketing Research

Academic Year: MBA I SEM-II 2020-21

Date & Time	Topic Covered	No of Student Attended
30/08	Online Marketing Research, Recent Trends in Marketing Research, Marketing Research Industry in India	5
31/08	Translating decision problem to research problem, The marketing research proposal	4
01/09	Factor Analysis: Conceptual basis, type of data required, procedure,	4
02/09	Cluster Analysis: Conceptual basis, type of data required, procedure	5
03/09	Retail shop audits, margin trend data, targeting best customers	4
04/09	Researching traditional market segments,	5
06/09	Brand Research: brand concepts, brand names, brand power	4
07/09	Marketing research in international context	4



Total Classes Taken: 08


Dr. D. P. More
Course Teacher

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AMBIKA TAKALE

Shopper #10553

Onion Insights

Signup Date: 28/11/2015

Status	
Account Status	THIS ACCOUNT IS ACTIVE Change info
Get Shop Offer Emails	OFF (You will NOT receive email offers to apply for shops) <input type="radio"/> ON <input checked="" type="radio"/> OFF info
MSPA Certifications	None Register New Code <input type="text"/> info
Extended Shopper Profile	NOT CURRENT ! (please update!) Update info Update REQUIRED before you can apply for more assignments!
Confirmed GPS Verifier Codes	0 Become a preferred shopper by using your iPhone or Android phone to verify your location when doing GPS Verifier-enabled shops. Download the Free GPS Verifier App Here!
Home/Work Address Verification	Please verify your address to ensure that you view offers for NEARBY shops only Address not verified Update info
Delete Account	If you wish to permanently delete your account, click the link to the right. This cannot be undone. Delete

Basic Account Information	
* required fields	
First Name *	AMBIKA
Middle Initial	P
Last Name *	TAKALE
Email *	You entered an email address that is already in use ambikatakale1@gmail.com
Password * requirements	New Password: <input type="password"/> Confirm: <input type="password"/>
Address Line 1 *	Gunawadi Road
Address Line 2	Vishwas nagar Gunawadi Road
City *	Pune
State *	Maharashtra
Country *	India
Zip/Postal Code *	413102
Language Preference	
Phone 1 *	9503784399
Phone 2	8805312516

Payment Information	
Payment Method *	<input checked="" type="radio"/> PayPal <input type="radio"/> I do not wish to enter payment information at this time.
Important: Your PayPal email MUST match the email for this account in order for you to receive payments correctly.	

Demographic Information	
This information is used for the following purposes: 1) Some shops, such as a clothing store for tall men, can only be offered to certain shoppers. If a field is not marked as required*, you will receive more shop offers if you fill it out accurately. 2) To report to our clients the quality of service that you (and persons like you) are receiving.	
Birthdate *	02 06 1990 (day / month / year)
Gender *	female

Height *	1 m 65 cm
Weight *	65 kg
Annual Income *	\$ 760
Education *	Post Grad ▼
Number of Children *	2
Race *	Other ▼

Postal Codes

Postal Codes are sometimes used to distribute shop offers. The more postal codes you list, the more shops you may be offered.
 Note: These are POSTAL codes, not PHONE area codes.

Enter up to 5 Postal
 Codes that you perform
 shops in

413102

413109

415537

413101

413106

Platform Privacy Policy

Privacy Shield Policy

SurfMerchants LLC ("SM") has adopted this Privacy Shield Policy ("Policy") to establish and maintain an adequate level of Personal Data privacy protection. This Policy applies to the processing of Personal Data that SM obtains from Customers located in the European Union and elsewhere, on behalf of our Agents.

SM complies with the US-EU Privacy Shield Framework as set forth by the US Department of Commerce regarding the collection, use, and retention of personal information from Agents and Individual Customers in the European Union member countries. SM has certified that it adheres to the Privacy Shield Privacy Principles of notice, choice, and accountability for onward transfer, security, data integrity and purpose limitation, access, recourse, enforcement and liability. If there is any conflict between the policies in this privacy policy and the Privacy Shield Privacy Principles, the Privacy Shield Privacy Principles shall govern. To learn more about the Privacy Shield program, and to view our certification page, please visit <https://www.privacyshield.gov>.

The Federal Trade Commission (FTC) has jurisdiction over SM's compliance with the Privacy Shield.

1. SCOPE

Edit Shopper Profile

