

# MBA202: Market Intelligence

**Course Objectives:**

- To acquire skills to locate problem areas in organisational settings, and plan, organise, design, and conduct research to help solve the identified problems.
- To facilitate students in making their own research study.
- To make reader Understand and practice a good standard questionnaire.
- To learn use of statistical analysis in packages available in the market.
- To familiarize research reports; and develop skills and knowledge to prepare research reported in academic and business.

**Hours: 40**

**Unit I (08 Hrs):**

Market Intelligence for competitive advantage. Defining market research problem and developing an approach; Problem identification- Translating marketing decision problem in to market research problem; Research design: exploratory, descriptive, and experimental research.

**Unit II (14 Hrs):**

Measurement & Scaling; questionnaire and form design; Sampling-design & procedures; Fieldwork; Data Preparation-Editing, Coding, Transcribing, Data cleaning, Selecting a data analysis strategy; Frequency distribution; Cross Tabulation; Hypothesis testing; Chi-Square Test-Contingency coefficient, Phi Correlation Coefficient.

**Unit III (10Hrs):**

Advanced analysis by using IBM SPS; ANOVA & Design of Experiments- Analysis of Variance & Covariance; Explaining association and causation by using Regression and Correlation, Multicollinearity.

**Unit IV (08Hrs):**

Advanced analysis by using IBM SPSS: Factor Analysis for data reduction-Formulate the problem, Construct the correlation matrix, Factor loading, Interpret factors; Report preparation and project presentations.


**Suggested Readings:**

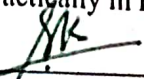
1. Marketing Research- A South Asian Perspective by Churchill, Iacobucci, Israel, Cengage Learning, 9e
2. Market Research- An applied orientation by Malhotra N K, Pearson Education, 6e
3. Business Research Methods by Cooper and Schindler, Tata McGraw Hill, 9e
4. Research Methods for Business students by Saunders, Pearson Education, 2e
5. Marketing Research by Nargundkar, Tata McGraw Hill, 2e

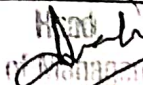
**Expected Course Outcome:**

- Reader can clearly differentiate Research and management problem.
- Students can have confident in making their own research proposal.
- Students would have a strong knowledge in preparing well-structured questionnaire in all respect.
- Students would have not only theoretical/conceptual but also the knowledge in working with statistical packages.
- Reader would get the skill to convert the research into presentable article.

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions

  
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 Faculty of Management  
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 Registrar  
 Invertis University  
 Bareilly

  
 Head of Department (MBA)  
 Faculty of Management