ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)

MARKETING RESEARCH (576)

CHECKLIST

SEMESTER: AUTUMN, 2013

This packet comprises the following material:

1.   Text Book
2.   Course Outline
3.   Assignment No. 1 & 2
4.   Assignment Forms (two sets)
5.   Tutorial Schedule

If you find anything missing in the packet, out of the above mentioned material, please contact at the address given below:-

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ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)

Course: Marketing Research (576)   **Semester: Autumn, 2013**
Level: MBA   **Marks: 100**

Instructions: To answer each question please pursue the following guidelines:
- Review the literature to develop your understanding about the topic.
- Find the practical examples from authentic sources
- Build up arguments to support your conclusion
- Use Internet and Library sources to enrich your answers
- To maintain your academic integrity and honesty please integrate source material. There are basically three ways to integrate source material into your writing. You may;
  o Quote it.
  o Paraphrase it.
  o Summarize it.
- Late assignments will not be entertained

ASSIGNMENT No. 1

Q. 1   a)   What are the areas of marketing planning and decision making to which the marketing research can contribute? **(10)**

     b)   Illustrate, with examples, the importance of marketing research in determining the corrective action to take when results from the marketplace are disappointing. **(10)**

Q. 2   a)   The research proposal is the most important part of the whole marketing research project. Discuss this proposition with examples. **(10)**

     b)   How and to what extent might the research undertaken by academic institutions be useful to marketing management? Explain your answer. **(10)**

Q. 3   a)   Discuss with examples whether attitudes are more difficult or less difficult to measure than behaviour. **(10)**

     b)   A telephone company has come up with the following inferences from a survey of users and non-users of its products: **(10)**
       i)   On the average, users are only half as old as non-users.

ii)   The image users have of our company is twice as positive as positive as that of non-users.

Critically evaluate the meaningfulness and legitimacy of these inferences.

Q. 4 a)   Describe with examples how do respondents influence the design of a questionnaire? Once a questionnaire has been developed, what other factors would you consider before sending it to respondents?   **(10)**

   b)   Assume you are asked to develop a questionnaire about a new sandwich for McDonald's, describe the procedure you would follow and develop a questionnaire.   **(10)**

Q. 5 a)   Which sampling frame do you think is perfect? If none, explain why, and what can you do to compensate the drawbacks?   **(10)**

   b)   An electric products company wants to know what the field of computer chip technology will look like five years from now. Suggest them a sampling plan and justify your selection.   **(10)**

ASSIGNMENT No. 2

Total Marks: 100

This assignment is a research-oriented activity. You are required to visit any business/commercial organization and study their marketing system as a whole or marketing of a product and prepare a research report of about 15 to 20 pages on one of the topics given below. To avoid the duplication you are required to select the topic according to the last digit of your role number. For example if your roll number is I-342718 then you will select topic # 8 from the list given below (last digit).

Topics
1.   Marketing research process
2.   Planning of marketing research
3.   Designing data collection instruments for marketing research
4.   Data collection for marketing research
5.   Quantitative and qualitative data analysis
6.   Research for identifying new markets and demand forecasting
7.   Research on consumer behavior
8.   Product research
9.   Distribution management research
10. Research on promotional strategy

The assignment should be developed on the following format:
•   Introduction
•   Review of literature
•   The data collection

- Data analysis
- Conclusion and recommendations
- References
- Annexes

Guidelines for submission of assignments

The students are required to prepare two copies of 2nd assignment. Submit one copy to your tutor/teacher for evaluation and the second copy for presentations in the workshop in the presence of the resource person and classmates, which will be held at the end of the semester prior to the final examination.

MARKETING RESEARCH
COURSE OUTLINE (MBA-576)

Unit-l: Fundamentals of Marketing Research

  1.1 Introduction
  1.2 Marketing decision-support system
 1.2.1 Marketing information systems
 1.2.2 Decision support mechanism
 1.2.3 Expert systems and decision support
  1.3 Classification of marketing research
  1.3.1 Business-to-business marketing research
  1.3.2 Research into services
  1.3.3 Global marketing research
 1.4 Marketing research process
 1.5 Role of marketing research in marketing decision making
 1.6 Value and limitations of marketing research
1.7 Users and doers of marketing research
  1.8 Factors affecting marketing research decisions

Unit-2: Applied Marketing Research

  2.1 Traditional applications of marketing research
    2.1.1 New-product research
    2.1.2 Pricing research
    2.1.3 Distribution research
    2.1.4 Promotion research
  2.2 Contemporary applications of marketing research
    2.2.1 Competitive advantage
    2.2.2 Brand equity
    2.2.3 Customer satisfaction
    2.2.4 Total quality management
  2.3 Emerging applications of marketing research
    2.3.1 Database marketing

Unit-5: Sampling

5.1   Managerial objectives of sampling
5.2   The sampling design process
5.3   Classification of sampling techniques

    5.3.1   Probability sampling techniques
    5.3.2   No probability sampling techniques

5.4   Probability sampling methods

    5.4.1   Fundamental conditions
    5.4.2   Distribution relationships
    5.4.3   Interval estimating
    5.4.4   Estimating the population mean and its precision
    5.4.5   Estimating a proportion and its precision
    5.4.6   Validation

5.5   Sample size decisions

    5.5.1   Approaches to determining sample size
    5.5.2   Non-response issues in sampling

Unit-6: Data Collection

6.1   Data collection process
6.2   Data collection methods

    6.2.1   Observation
    6.2.2   Interviewing
    6.2.3   Questionnaire
    6.2.4   Experimentation

6.3   Error sources in fieldwork
6.4   Managing the fieldwork
6.5   Selection and training of field workers
6.6   Supervision and validation of fieldwork
6.7   Evaluation of field workers
6.8   Classification of survey methods by model administration

    6.8.1   Telephone methods
    6.8.2   Personal methods
    6.8.3   Mail methods
    6.8.4   Electronic methods

6.9   Evaluation of survey methods
6.10   Selection of survey methods
6.11   Comparison of survey and observation methods

Unit-7: Data Preparation

7.1   Data preparation and processing

    7.1.1   Validation
    7.1.2   Editing
    7.1.3   Coding
    7.1.4   Data-processing methods

9.1.6   Follow-through
9.2   Managing marketing research
     9.2.1   Client/researcher interface revisited
     9.2.2   Clients' research management concern
     9.2.3   Managing marketing research departments
     9.2.4   Marketing research agencies
     9.2.5   Resources for marketing research
9.3   Ethical issues in marketing research
     9.3.1   Code of ethics
     9.3.2   Ethical issues involving the treatment of respondents/subjects
     9.3.3   Ethical issues in the treatment of buyers/clients
     9.3.4   Ethical issues relating to the treatment of researchers

Recommended Books:

Tull, D. S. and Hawkins, D. I. (2000) *Marketing Research: Measurement & Methods,* 6th Ed. Islamabad NBF.

Bradley. Nigel (2007) *Marketing Research: Loots & Techniques,* Oxford: Oxford University Press.

Malhotra. Naresh K. (2006) *Marketing Research: An Applied Orientation.* 5th Ed. Upper Saddle River. N.I: Pearson Prentice Hall.

Proctor. Tony (2005) *Essentials of Marketing Research.* 4th Ed., Harlow: Financial Times Prentice Hall.

Aaker, David A. Kumar. V. and Day. George S. (2004) *Marketing Research,* 8th Ed., New York; Chichester: John Wiley.

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