

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE(AUTONOMOUS)

Syllabus for Approval	BoS meeting held on: 27/02/2025	AC meeting held on : 04.04.2025
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Board of Studies : Economics

Sr. No.	Heading	Particulars
1	Nomenclature of the Course	Introduction to Market Research
2	Eligibility for Admission	
3	Passing Marks for eligibility	
4	Regulations	College Regulations on Admission
5	Programme	Bachelor of Arts
6	Semesters	Semester: IV
7	NEP Vertical	SEC
8	Credit	02
9	Level U.G/PG	Undergraduate
10	Pattern	Semester
11	Status (Revised or New) If revised, % of change)	New
12	To be implemented from Academic Year	From the Academic Year: 2025-26



Date: 04.04.2025

Chairman / Chairperson:

Ms. Samiksha Jadhav

(name & signature)

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE(AUTONOMOUS)



BOARD OF STUDIES: ECONOMICS

PROGRAMME: BACHELOR OF ARTS (BA)

SEMESTER: IV

NOMENCLATURE OF THE COURSE: INTRODUCTION TO MARKET RESEARCH

NEP Vertical: Skill Enhancement Course (SEC)

Credit: 2

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-26)



Programme:	BA
Nomenclature of the Course	INTRODUCTION TO MARKET RESEARCH
Total Marks	50
Semester:	IV
Academic year	2025-26

LEARNING OBJECTIVES:

- 1) To understand the concepts, types, and ethical considerations of market research.
- 2) To apply market research methodology to formulate a research problem and design data collection methods.

COURSE OUTCOMES:

- 1) At the end of the course, the learner will be able to identify and apply different types of market research in real-world scenarios.
- 2) Learner will be able to design a market research study and select appropriate data collection methods.

Unit	Course Content	Andragogy	No of Lectures
I	<p>Introduction to market research: Meaning and Objectives of Market Research. Advantages and Disadvantages of Market Research. Problems encounter in Market Research and Precautions taken in Market Research. Types of Market Research: Consumer Research, Product Research, Sales Research, Pricing Research, and Advertising Research. Social Media Analytics. Issues and ethics in Market Research.</p>	<p>ICT Based Andragogy/ Lecture/ Videos followed by discussion/Group work/Case studies/individual and group Assignments etc.</p>	15
II	<p>Market research methodology. Formulation of Market Research problem, Research process, research design - exploratory research, descriptive research and experimental research designs. Methods of data collection - observational and survey methods. Questionnaire, Design attitude measurement techniques.</p>	<p>ICT Based Andragogy/ Lecture/ Videos followed by discussion/Group work/Case studies/individual and group Assignments etc.</p>	15

SUGGESTED READINGS

- 1) Market Research in Practice: An Introduction to Gaining Greater Market Insight by Paul Hauge, Kogan Page, 4th Edition
- 2) Strategic Market Research: A Guide to Conducting Research that Drives Businesses by Anne E Beall , iUniverse.com, 2008
- 3) Marketing Research by G C Beri Tata McGraw-Hill Education, 2019
- 4) Marketing Research by John Boyce, John David Boyce, McGraw-Hill Australia, 2004
- 5) Marketing Research by David A. Aaker, V. Kumar, George S. Day Edition 7, Wiley, 2000

QUESTION PAPER PATTERN

SYBA (2 credit courses)

(A)FOR CONTINUOUS EVALUATION

(A-1) RUBRICS FOR CONTINUOUS EVALUATION: (20 Marks)

Assignment/ Viva Voce/Class Test	15 marks
Class Participation	05 marks

B)QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION

- Q.1. Any 1 question out of 2 on Module 1 (10 marks)
Q.2. Any 1 question out of 2 on Module 2 (10 marks)
Q.3. Any 2 questions out of 4 on all modules (10 marks)