

Research for Marketing Decisions



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RESEARCH FOR MARKETING DECISIONS Unit 1: Meaning and Importance of Marketing ResearchMarketing Research, Marketing information system – Marketing Decision Support System – Research Design Introduction to Design of Experiments – Exploratory, causative, conclusive and experimental designs. **Unit 2: Marketing Research Process**Sources and methods of gathering marketing information – Respondents, Experiments, Simulation (as a Source of Data Generations) and Panels, Sampling design and sample size determination. Measurement and scaling – Concept of

measurement and scaling – Types of Scales - Nominal, Ordinal, Interval and Ratio Scales – Attitude scales Thurstone's, Likert's, Guttman's, Semantic differential, Reliability and validity of a scales, Design of questionnaire. **Unit 3: Decision-Making Tools** Decision Theory – Decision-making under certainty, Risk, Uncertainty, Criteria of decision-making-pessimism, Realism, Optimism, Regret, Equiprobable, EMV, EOL, Cost and value of information, Determination of EVPI utility as a concept of decision-making. Decision tree analysis – Decision Tree – Sequential decision-making. **Unit 4: Non-Parametric Statistics in Research** McNemar, Sign Test – One and two samples, Run test, Wilcoxon matched pairs test, Mann-Whitney test, Kolmogorov-Simronov D test, Kruskal-Wallis tests. **Unit 5: Multi-Variate Analysis** Structural and functional methods – Factor analysis, Cluster analysis, Discriminate analysis, Conjoint analysis, Multi-Dimensional Scaling, Multiple Regression (Numerical with two independent variables). Research report – preparation – and presentation – Oral and written presentation.

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