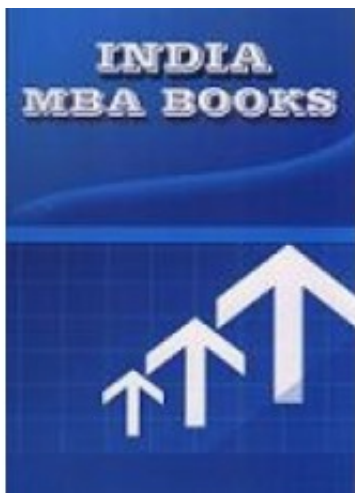


Marketing Research SOLVED NOTES EBOOK CHAPTERWISE



Brand:
Product Code: ebook67
Weight: 0.00kg

Price: Rs500

Short Description

Marketing Research SOLVED NOTES EBOOK CHAPTERWISE

Description

Marketing Research SOLVED NOTES EBOOK CHAPTERWISE

**Product Details: Marketing Research SOLVED NOTES EBOOK
CHAPTERWISE**

Format: EBOOK DOWNLOAD IN FEW HOURS

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Edition Description: 2018-19

Pages : 250+

RATING OF EBOOK: EXCELLENT DOWNLOAD IN FEW HOURS

1. DOWNLOAD EBOOK WITH NOTES CHAPER WISE

PREVIEW OF CHAPTERS SYLLABUS

Marketing Research

Unit – I

The Marketing Research System - Definition of MR - Basic and Applied Research – The Marketing Research Process - Types of Research - Steps in Marketing Research Process - Research Design - Data Sources -Marketing Information System – International Market Research.

Unit - II

Sampling Process in Marketing Research– Sampling Design and Procedure – Sampling Methods – Non probabilistic sampling Techniques – Probabilitic sampling Techniques - Sample Size determination - Sampling Errors.

Unit - III

Measurement & Scaling in Marketing Research: Measurement concept – Sources of variation in Measurement, Validity & reliability of Measurement - Attitude measurement – Scaling Procedure

Unit - IV

Data Instruments - Data Collection- Online data collection -Collection of Secondary Data – Collection of Primary Data Methods - Field Operations - Errors and Difficulties in Data Processing, Coding and Editing. Data Analysis - -Hypothesis Testing - Report Writing - Presentation of Data.

Unit - V

Application of Marketing Research: Product Research – Motivation research – Advertising Research – Sales Control Research – Rural Marketing research - Export Marketing research.

Details

1. Pdf book chapter wise

2. Detail chapter wise quality notes

3. Ready to print

4. Download in few hrs or 24 hrs

5. Huge selling