

Dear Students,

Please find the video links of the various topics which we covered for the subject **Marketing Research (MR)**. Please go through it, if you have any issue/problem in understanding any point then feel free to contact me on my number 9725107610, You can also WhatsApp me on the same number. My best wishes are always with you. Try your best in the upcoming exam.

Best of Luck....

Thanks and Regards: -

Dr. Sandipkumar G. Prajapati.

Sr. No.	Topic
	Unit 1: Marketing Research [Definition-Scope-Types-Applications-Limitations] Marketing Research & MKIS- Marketing Research Process- Research Design (In Brief)
1	Content of Unit No 1
2	Introduction of Marketing Research
3	Definition of Marketing Research (Given by American Marketing Association)
4	Definition of Marketing Research Part 1 (Given By Naresh Malhotra)
	Definition of Marketing Research Part 2 (Given By Naresh Malhotra)
5	Market Research Vs. Marketing Research
6	A Classification/ Types of Marketing Research
7	Marketing Research Process
8	The Role of Marketing Research in Marketing Decision Making
9	Difference between Marketing Information System (MIS) and Marketing Research (MR)
10	Difference between Exploratory Research Design and Conclusive Research Design
11	Meaning of Exploratory Research Design
	Focus Group
12	Meaning of Descriptive Research Design
	Survey Method
13	Meaning of Causal Research Design
	Experimental Method of Causal Research Design
14	Difference Between Exploratory, Descriptive and Causal Research Design
	Quick Revision of Unit No 1 Marketing Research

	Unit 2: Secondary Data [Meaning-Sources-Evaluating SD (In Brief)]-Primary Data [Drafting of Questionnaire; Scaling Techniques (In Brief)]
1	Content of Unit No 2
2	Meaning of Primary and Secondary Data
	Comparison of Primary and Secondary Data
	Advantages and Disadvantages of Secondary Data
	Uses of Secondary Data
3	Criteria for Evaluating Secondary Data
4	A Classification of Secondary Data - Internal Sources
5	A Classification of Secondary Data - External Sources Part 1 - Published Data
	A Classification of Secondary Data - External Sources Part 2 - Computerized Data
	A Classification of Secondary Data - External Sources Part 3 - Syndicated Services
6	Meaning and Difference between Comparative and Noncomparative Scaling Techniques
	Noncomparative Scaling Part 1 Continuous Rating Scale
	Noncomparative Scaling Part 2 Itemized Rating Scales
7	Definition & Objective of Questionnaire
	Questionnaire Design Process Part 1
	Questionnaire Design Process Part 2
	Quick Revision of Unit 2 of Marketing Research
	Marketing Research MCQ Mock Test 1
	Marketing Research MCQ Mock Test 2
	Marketing Research MCQ Mock Test 3
	Marketing Research MCQ Mock Test 4
	Marketing Research MCQ Mock Test 5

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