**Paper Name : MM 201 : Marketing Research**

1. **Introduction :** (3 hrs)
2. Meaning of Marketing Research
3. Categories of research (Fundamental and applied)
4. Applications of marketing research (problem identification & problem solving)
5. Scope of marketing research in marketing decision making
6. **Steps in Research Process :**
   1. Defining the marketing research problem ( 1hr)
   2. Formulating research objectives and research hypotheses( 1 hr)
   3. Research Design Formulation : Definition of Research design, Components of research design ; 2.3.1 Classification of Research designs (Exploratory, Descriptive, Causal); (4 hrs)
      1. Levels of Measurements & scaling techniques : ( 4 hrs)
      2. Questionnaire Design and Construction with examples (3 hrs)
      3. Sampling : Steps in sampling process, Probability and non probability sampling techniques, sample size determination (3 hrs)
   4. Data collection: Types of sources data : Primary data and secondary data; Methods of data collection
   5. Preparation & processing of data ; Editing, coding, classification, tabulation, frequency distribution and cross tabulation (6 hrs)
   6. Data Analysis: Univariate and Bivariate Data Analysis. Multivariate Data Analysis. (10 hrs)
   7. Report Writing and Presentation: (1 Hrs)

3. **Research Cases & projects** (4 hrs)

**Text Books**

1. Naresh K. Malhotra & S. Dash - Marketing Research- An applied orientation – Pearson
2. P.Green & D. Tull & G Albaum: Research for Marketing Decisions; PHI.

**References :**

1. Agrawal- Marketing Research
2. Tull and Hawkins - Marketing Research
3. Aaker & Day: Marketing Research; Wiley
4. R.Pannerselvam : Research Methodology
5. Kinnear & Taylor : Marketing Research An applied approach.
6. Boyd & Westfall: Marketing Research: Text & Cases; All India Traveller

**Paper Name : MM 202 : Sales and Distribution Management**

**1. Introduction : (6 hrs)**

Selling and marketing , Personal selling, salesmanship and sales management, , Types of selling jobs , Types of selling roles, Types of sales persons, Selling situations, Qualities of a Salesman, Up-selling and cross selling, Buyer-seller dyads

**2. Personal Selling Process: (4hrs)**

Prospecting & qualifying, pre-approach, approach, presentation and demonstration, objection handling, closing and follow up

**3. Theories of Selling** : (6 hrs)

**4. Sales Planning :** (10 hrs)

Sales planning process, Setting objectives, Current day sales organization requirements, Sales budgeting, Sales forecasting techniques. Sales quota management , Designing sales territories

**5. Implementing selling effort** : Sales force management : (4 hrs)

Recruitment & Selection of sales force, Training of Sales Personnel (ACMEE model), Motivating the sales force , Compensating the sales force

**6. Controlling and evaluation of the Selling Effort** : ( 3hrs)

Sales Audit, sales analysis and cost analysis. Evaluation

**7. Distributor Management** : ( 2hrs)

Channels of distribution, Types of intermediaries, Channel design, Types of marketing systems

**8. Retailing and Wholesaling** : ( 2 hrs)

**9. Case studies & presentations** : (3 hrs)

References : :

1. Still, Cundiff & Govoni : Sales Management
2. Shhou & Raut : Sales Management
3. Marketing management : Kotler, Keller, Kohli, Jha : Pearson (SEA edition)
4. Havaldar and Cavale : Sales and distribution management: McGrawHill
5. Panda and Sahadev : Sales and distribution management : Oxford
6. Marketing management : R Saxena