



The top half of the cover features a collage of business-related images. A magnifying glass is positioned over a 3D bar chart with a purple line graph overlaid. To the left of the bar chart is a black calculator. In the background, there is a candlestick chart and some blurred text. A red arrow points to the left in the top left corner. The bottom half of the cover is a solid blue background with the title in large yellow letters.

Marketing Research

S.C. Aggarwal Ashok Jain Kulbhushan Chandel

2,3,4,7,9

SEMESTER-IV

REEMA

✓ 1. Marketing Research	3
✓ 2. Marketing Research Process	22
✓ 3. Research Design ! <i>Method + Procedure specify & Mktg Research in conduct + 27 & 60.1</i> <i>It is the Master plan for conducting Mktg</i>	35
✓ 4. Data Sources. <i>Dist. comm. & essentials</i>	52
✓ 5. Processing of Data <i>Data entry</i>	69
✓ 6. Measurement and Scaling	81
✓ 7. Census and Sample Methods	90
8. Diagrams and Graphs	103

9. Methods of Data Analysis	125
10. Report Preparation and Presentation.	151
11. Market Measurement	169
12. Sales Forecasting	181