

Subjects and Syllabus for Comprehensive Viva Voce
Jyotsna J H – MS16D202

MS7080 - Research Methods in Business and Management
Instructors – Dr.Saji K Mathew &Dr. R K Amit

Scientific approach to research, natural science vs. social science, research paradigms, epistemology and ontology in management research, positivism vs. interpretivism, subjectivism vs. objectivism

Foundations of theory, categories of theory, theory building vs. theory testing, conceptualization and hypothesis testing, Laws and theories, hypotheses and propositions

Types of Research – Conceptual, Descriptive, Experimental, Unit of analysis

Qualitative research in management, hermeneutics, social constructionism, ethnography, Grounded theory, case study methods

Quantitative research, concepts, constructs and measurement, survey-based research, role of statistics in quantitative research, sample, sample frame, population, generalization

MS6031 - Data Analysis for Research
Instructor – Dr.NandanSudarsanam

Introduction to statistics and descriptive statistics – Scatter Plot, Box Plot, Histogram, Measures of Central Tendency, Measures of Dispersion

Probability distribution – Uniform Distribution, Bernoulli Distribution, Binomial Distribution, Poisson Distribution, Geometric Distribution, Hyper-Geometric Distribution, Exponential Distribution, Negative Binomial Distribution, Normal Distribution and Binomial Approximation

Central Limit Theorem

Inferential statistics – Confidence Interval, Population and Sample, Overarching Principle

Hypotheses testing – Single Sample Z Test, Single Sample T Test, Chi Squared Test of Variance, Proportion Z Test, Two Sample Z Test, Two Sample T Test, Paired T Test, Two Sample Proportion Z Test, Chi Squared Test Of Independence

Type 1 and Type 2 errors

ANOVA and Regression

MS6721 Qualitative Consumer and Marketing Research

Instructor – Dr. Russell Belk Co-ordinator – Dr. Richa Agrawal

Introduction to Qualitative Marketing Research:

- Difference between qualitative research and quantitative research
- Importance of learning qualitative research
- History of qualitative research in marketing.
- Types of qualitative research

Tools and Techniques of Qualitative research in marketing:

- *Lab techniques*: Focus groups, Interviews, Projective methods, ZMET
- *Field techniques*: Collecting data through field observation, participant observation- ethnography, Use of aids- pictures, videos, CCTV, historical qualitative data – archives and material artefacts
- *Netnography*: Observation, participation and interviews in the collection of online data, Online ethnography, Difference between traditional and online ethnography.

Data Collection, Coding and Analysis

- Data collection aids - audio recording, still photography, audio-video recording, elicitation of participant produced data
- Coding and classification of data
- Establishing reliability and validity in qualitative data analysis.

MS5750: Brand Management

Instructor – Dr. Varisha Rehman

Module 1: Understanding a Brand

History and Evolution of Branding

Perspective on Branding

Anatomy of a Brand

Relationship between corporate and product brand

Module 2: Brand Components

Brand elements, Brand essence and Brand promise

Module 3: Brand expression

Brand personality

Brand identity

Brand image

Brand positioning

Module 4: Brand strategies

Brand extensions, Brand architecture

Module 4: Brand Evaluation

Brand value frameworks, Brand Equity models

MS 5050: Marketing Management I
Instructor – Dr.VarishaRehman

Module 1: Introduction to marketing – market structure and terminologies, marketing and selling – relationship; Evolution of marketing – various concepts and current trends

Module 2: Delivering customer value and satisfaction – concept of total cost , total benefit , value delivery process and Michael Porter value chain

Module 3: Marketing Environment; Marketing Mix; Strategic market planning – vision, mission and strategies, SWOT analysis; BCG matrix

Module 4: Consumer markets and buyer behavior – impact of culture, social class, ethnicity etc on consumer behavior, factors influencing consumer behavior; Business markets and buying behavior

Module 5: Market segmentation- levels of segment; criteria for segmentation; Targeting – types of targeting strategies; Positioning – points of parity and points of difference; positioning strategies.

Module 6: Overview of 4P's – Product, price, place and promotion