

## SUMMARY OF LESSON PLAN

**Name of the Assistant/ Associate Professor** : **Aadesh Kumar**  
**Class and Section** : **B.com.III Sem vi<sup>th</sup>**  
**Subject Lesson Plan** : **Marketing research**  
**Month** : **January 2018**

| <b>Date</b> | <b>Topics</b>  |
|-------------|--|
| 01-01-2018  | Pre requisites of marketing research                         |
| 02-01-2018  | Marketing research:- introduction and meaning                |
| 03-01-2018  | Features and objective of marketing research                 |
| 04-01-2018  | Natures of marketing research                                |
| 05-01-2018  | GURU GOVIND SINGH JAYANTI                                    |
| 06-01-2018  | Scope of marketing research:-problem identification research |
| 07-01-2018  | SUNDAY   |
| 08-01-2018  | Problems solving research                                    |
| 09-01-2018  | Importance of marketing research                             |
| 10-01-2018  | Limitation of marketing research                             |
| 11-01-2018  | Test   |
| 12-01-2018  | Marketing research process:- An introduction                 |
| 13-01-2018  | Marketing research process                                   |
| 14-01-2018  | SUNDAY   |
| 15-01-2018  | Seminar  |
| 16-01-2018  | Research design:- An introduction                            |

**Month**

**: January 2018**

| <b>Date</b> | <b>Particulars</b>  |
|-------------|---|
| 17-01-2018  | <b>Types of research design:- Exploratory versus formalized</b> |
| 18-01-2018  | <b>Types of exploratory research</b>                            |
| 19-01-2018  | <b>Descriptive research design</b>                              |
| 20-01-2018  | <b>Types of descriptive research design</b>                     |
| 21-01-2018  | <b>SUNDAY</b>   |
| 22-01-2018  | <b>VASANT PANCHAMI</b>  |
| 23-01-2018  | <b>Causal research design</b>                                   |
| 24-01-2018  | <b>SIR CHOTU RAM JAYANTI</b>                                    |
| 25-01-2018  | <b>Types of experimental research design</b>                    |
| 26-01-2018  | <b>REPUBLIC DAY</b>   |
| 27-01-2018  | <b>Assignment</b>   |
| 28-01-2018  | <b>SUNDAY</b>   |
| 29-01-2018  | <b>Data sources:- introduction</b>                              |
| 30-01-2018  | <b>Difference between primary and secondary data</b>            |
| 31-01-2018  | <b>GURU RAVIDAS BIRTHDAY</b>                                    |

Month

: February 2018

| <b>Date</b> | <b>Topics</b>                                 |
|-------------|---|
| 01-02-2018  | Method of collection primary data             |
| 02-02-2018  | Difference between questionnaire and schedule |
| 03-02-2018  | Features of a good questionnaire              |
| 04-02-2018  | SUNDAY  |
| 05-02-2018  | Collection of secondary data                  |
| 06-02-2018  | Group discussion                              |
| 07-02-2018  | Processing of data:- An introduction          |
| 08-02-2018  | Editing:- =>Stages and purpose                |
| 09-02-2018  | Types of editing                              |
| 10-02-2018  | MAHARSHI DAYANAND SARASWATI JAYANTI           |
| 11-02-2018  | SUNDAY  |
| 12-02-2018  | Coding:- steps and guidelines                 |
| 13-02-2018  | MAHA SHIVRATRI                                |
| 14-02-2018  | Classification of data                        |
| 15-02-2018  | Method of classification                      |
| 16-02-2018  | Tabulation and types of tabulation            |

**Month**

**: February 2018**

| <b>Date</b>       | <b>Particulars</b>  |
|-------------------|---|
| <b>17-02-2018</b> | <b>Test</b>   |
| <b>18-02-2018</b> | <b>SUNDAY</b>   |
| <b>19-02-2018</b> | <b>Measurement and scaling:- introduction and meaning</b> |
| <b>20-02-2018</b> | <b>Levels of measurement</b>                              |
| <b>21-02-2018</b> | <b>Meaning and types of scales</b>                        |
| <b>22-02-2018</b> | <b>Clearly and test</b>                                   |
| <b>23-02-2018</b> | <b>Census and sample methods:- An introduction</b>        |
| <b>24-02-2018</b> | <b>Census method</b>                                      |
| <b>25-02-2018</b> | <b>SUNDAY</b>   |
| <b>26-02-2018</b> | <b>Sampling method</b>                                    |
| <b>27-02-2018</b> | <b>Difference between census and sample method</b>        |
| <b>28-02-2018</b> | <b>VACATION</b>   |

**Month**

**: March 2018**

| <b>Date</b>       | <b>Topics</b>                                |
|-------------------|--|
| <b>01-03-2018</b> | <b>GURU RAVIDAS BIRTHDAY</b>                 |
| <b>02-03-2018</b> | <b>HOLI</b>                                  |
| <b>03-03-2018</b> | <b>VACATION</b>                              |
| <b>04-03-2018</b> | <b>SUNDAY</b>                                |
| <b>05-03-2018</b> | <b>Steps of sampling process</b>             |
| <b>06-03-2018</b> | <b>Sampling and non sampling errors</b>      |
| <b>07-03-2018</b> | <b>Test</b>                                  |
| <b>08-03-2018</b> | <b>Diagrams and graphs:- An introduction</b> |
| <b>09-03-2018</b> | <b>Diagrammatic presentation of data</b>     |
| <b>10-03-2018</b> | <b>Types of diagrams:- Bar diagrams</b>      |
| <b>11-03-2018</b> | <b>SUNDAY</b>                                |
| <b>12-03-2018</b> | <b>Pie diagrams</b>                          |
| <b>13-03-2018</b> | <b>Graphic presentation of data</b>          |
| <b>14-03-2018</b> | <b>Frequency distribution graphs</b>         |
| <b>15-03-2018</b> | <b>Problems discussion</b>                   |
| <b>16-03-2018</b> | <b>Test</b>                                  |

Month

: March 2018

| Date       | Particulars  |
|------------|--|
| 17-03-2018 | Method of data analysis:- introduction                       |
| 18-03-2018 | SUNDAY   |
| 19-03-2018 | Methods:- measure of central tendency                        |
| 20-03-2018 | Examples based on X, M and Z.                                |
| 21-03-2018 | Measure of dispersion  |
| 22-03-2018 | Examples based on Measure of dispersion                      |
| 23-03-2018 | <u>SHAHEEDI DIWAS OF BHAGAT SINGH, RAJGURU &amp; SUKHDEV</u> |
| 24-03-2018 | Measure of skewers   |
| 25-03-2018 | SUNDAY/ RAM NAVMI  |
| 26-03-2018 | Examples based on Measure of skewers                         |
| 27-03-2018 | Simple correlation   |
| 28-03-2018 | Examples based on Simple correlation                         |
| 29-03-2018 | MAHAVIR JAYANTI  |
| 30-03-2018 | GOOD FRIDAY  |
| 31-03-2018 | Problems and test  |

Month

: April 2018

| Date       | Topics  |
|------------|---|
| 01-04-2018 | SUNDAY  |
| 02-04-2018 | Report preparation and presentation:- An introduction         |
| 03-04-2018 | Importation and method of preparation and presentation report |
| 04-04-2018 | Oral report   |
| 05-04-2018 | Types of research report                                      |
| 06-04-2018 | Guiding for effective report wising                           |
| 07-04-2018 | Written report  |
| 08-04-2018 | SUNDAY  |
| 09-04-2018 | Analysis and introduction                                     |
| 10-04-2018 | Test  |
| 11-04-2018 | Market measurement:- An introduction                          |
| 12-04-2018 | Measurement, market measurement and market potential          |
| 13-04-2018 | Method for market potential measurement                       |
| 14-04-2018 | <a href="#"><u>DR AMBEDKAR JAYANTI / VAISAKHI</u></a>         |
| 15-04-2018 | SUNDAY  |
| 16-04-2018 | Importance of studying market potentials                      |

Month

: April 2018

| Date       | Particulars   |
|------------|---|
| 17-04-2018 | <b>Scales forecasting:- An introduction</b>               |
| 18-04-2018 | <b><u>PARASHURAMA JAYANTI</u></b>                         |
| 19-04-2018 | <b>Forecasting process and sales forecasting</b>          |
| 20-04-2018 | <b>Features, natures and methods of sales forecasting</b> |
| 21-04-2018 | <b>Qualitative methods</b>                                |
| 22-04-2018 | <b>SUNDAY</b>   |
| 23-04-2018 | <b>Qualitative methods</b>                                |
| 24-04-2018 | <b>Extradition and rule of thumb</b>                      |
| 25-04-2018 | <b>Features of good forecasting</b>                       |
| 26-04-2018 | <b>Factors effecting sales forecasting</b>                |
| 27-04-2018 | <b>Test</b>   |
| 28-04-2018 |   |
| 29-04-2018 |   |
| 30-04-2018 |   |