



RUKMINI DEVI
Institute of Advanced Studies

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DOSSIER

ON

Workshop (Marketing Research) (Internal Event)

Marketing Club

ON

25/01/2020



Submitted By:	Pooja Bahl
Designation:	Associate Professor
Submitted On:	28/01/2020
Approved On:	30/01/2020

Title	Submission of Dossier for "Workshop (Marketing Research)"
Resource Person/Facilitator	Dr. Sunil Kumar
Date	25/01/2020

Summary

Marketing Club VIPANAN organized One day Workshop on Marketing Research for the students of MBA and BBA. Dr. Sunil Kumar, Assistant professor RDIAS was the resource person. Around 30 participants attended the workshop. This aim of workshop was to strengthen the quality of marketing research and data analysis capacity of the students which indeed will be helpful in projects and future prospects. Adding to it, resource person explained the following types of derivatives :

1. Formulation of research topic and objectives.
2. Understanding and framing of Rationale of study
3. Reading of research papers and framing of Literature review.
4. Formulation of research hypothesis and testing of hypothesis
5. Conducting literature review, data collection methods
6. Selection and application of appropriate parametric or non-parametric statistical method for analysing data.

The participants asked several doubts related to marketing research application of tools as per their research projects. Dr. Sunil addressed all doubts with real examples and cases. After attending this session, the participants were able to understand the basic principles of the statistical tests in marketing research, effectively conduct market research, read and evaluate journal articles, further develop critical thinking and analytic skills of research. Certificate of participation was provided to all participants. Overall the workshop was a learning and knowledgeable experience for the students of BBA and MBA.

Dossier Image



Students of MBA and BBA attending One Day Workshop on Marketing Research organized by Marketing Club VIPANAN conducted by Dr. Sunil Kumar.



Students understanding application of marketing research statistical tools.



Students focusing on understanding terminology and application.



Students thanking Dr. Sunil Kumar for sharing his expertise throughout workshop of Marketing Research.