

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Marketing Research and Analysis-II

Subject Co-ordinator - Dr. Jogendra Kumar Nayak

Co-ordinating Institute - IIT - Roorkee

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

Lecture 1 - Introduction to Marketing Research - I
Lecture 2 - Introduction to Marketing Research - II
Lecture 3 - Marketing Research Process - I
Lecture 4 - Marketing Research Process - II
Lecture 5 - Marketing Research Process - III
Lecture 6 - Marketing Research Process - IV
Lecture 7 - Hypothesis and Research Question - I (with real life example)
Lecture 8 - Hypothesis and Research Question - II (with real life example)
Lecture 9 - Hypothesis Development - I (with a real life case)
Lecture 10 - Hypothesis Development - II (with a real life case)
Lecture 11 - Research Design - I
Lecture 12 - Research Design - II
Lecture 13 - Research Design - III
Lecture 14 - Research Design - IV
Lecture 15 - Research Design - V
Lecture 16 - Research Design - VI
Lecture 17 - Data Purification and handling - I
Lecture 18 - Data Purification and handling - II
Lecture 19 - Data Purification and handling - III
Lecture 20 - Data Purification and handling - IV
Lecture 21 - Power of a Test and Sample Size Calculation (Problem Solving)
Lecture 22 - Sample Size Calculation and Hypothesis Testing (Problem Solving)
Lecture 23 - Hypothesis Testing - I (Problem Solving)
Lecture 24 - Hypothesis Testing - II (Problem Solving)
Lecture 25 - Non-Parametric Test - I
Lecture 26 - Non-Parametric Test - II
Lecture 27 - Non-Parametric Test - III
Lecture 28 - Non-Parametric Test - IV
Lecture 29 - Non-Parametric Test - V

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- Lecture 30 - Non-Parametric Test - VI
- Lecture 31 - Non-Parametric Test - VII
- Lecture 32 - Non-Parametric Test - VIII
- Lecture 33 - Introduction to ANOVA and ANCOVA
- Lecture 34 - Conducting one-way ANOVA
- Lecture 35 - Solving n-way ANOVA - I
- Lecture 36 - Solving n-way ANOVA - II
- Lecture 37 - N-way ANOVA and MANOVA in SPSS
- Lecture 38 - MANOVA and ANCOVA in SPSS
- Lecture 39 - ANCOVA in SPSS
- Lecture 40 - ANCOVA and MANCOVA in SPSS
- Lecture 41 - Covariance and Correlation
- Lecture 42 - Correlation in SPSS
- Lecture 43 - Partial and Multiple Correlation
- Lecture 44 - Simple Regression Analysis in SPSS
- Lecture 45 - Multiple Regression Analysis in SPSS - I
- Lecture 46 - Multiple Regression Analysis in SPSS - II
- Lecture 47 - Stepwise Regression and Hierarchical Regression
- Lecture 48 - Hierarchical Regression and Dummy Variable Regression
- Lecture 49 - Logistic Regression Analysis
- Lecture 50 - Discriminant Analysis in SPSS
- Lecture 51 - Factor Analysis in SPSS - I
- Lecture 52 - Factor Analysis in SPSS - II
- Lecture 53 - Exploratory Factor Analysis in SPSS
- Lecture 54 - Confirmatory Factor Analysis in SPSS - I
- Lecture 55 - Confirmatory Factor Analysis in SPSS - II
- Lecture 56 - Confirmatory Factor Analysis in SPSS - III
- Lecture 57 - Structural Equation Modelling in SPSS
- Lecture 58 - Mediation and Moderation Analysis in SPSS
- Lecture 59 - Cluster Analysis in Practice - I
- Lecture 60 - Cluster Analysis in Practice - II