

**M.Sc. HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

00001

December, 2014

MHA-06 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any **five** questions. All questions carry equal marks.*

1. Comment on the problems faced by researchers in conducting marketing research in hospitality sector, along with suitable examples. 20
2. Describe the various sampling designs and their applications in marketing research. 20
3. Elaborate the steps involved in designing a Questionnaire. 20
4. Write short notes on the following : 10+10=20
 - (a) Exploratory Research Designs
 - (b) Quasi-Experimental Research Designs

5. "Marketing research generally deals with the behaviour of the consumers. A company which is able to sell its products/services must be viewed by customers as possessing a favourable attitude towards it." Analyse the statement by giving suitable examples. 20
 6. Define attitude. What are the four types of scales used in marketing research to measure consumer's attitude towards a particular product/service ? 20
 7. Mention the usefulness of ANOVA. Also discuss the purpose and uses of factor analysis in marketing research. 20
 8. What are the various methods of conducting qualitative research ? Discuss the advantages and limitations of each of these methods. 20
 9. Give few examples of marketing situations from service industry where cluster analysis can be used. 20
 10. Write an essay on "Classification of Data". 20
-