

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

**Term-End Examination**

**December, 2015**

**MHA-06 : MARKETING RESEARCH**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt **any five** questions.  
(ii) All questions carry **equal** marks.*

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1. What kind of research design shall you recommend for making brand positioning decisions for service products ? Describe the main steps involved in such a research. 20
  2. Why is it necessary for marketers to estimate the value and cost of information before conducting research ? Elaborate. 20
  3. Discuss various types of measurement scales and how the method of analysis of data is dependent on the levels of the measurements used in collection of data. 20
  4. What is meant by Questionnaire ? Elaborate the steps involved in designing a questionnaire. 20
  5. What are the main differences between correlation and regression techniques of data analysis ? When shall we recommend the use of each of these techniques ? 20

6. Write short notes on the followings : **10+10=20**  
(a) Sources of Secondary Data  
(b) Snowball Sampling
7. What are the steps involved in conjoint analysis ? **20**  
Explain with the help of suitable examples from travel and tourism industry.
8. Discuss the advantages and disadvantages of conducting marketing research through internet based sources in India. **20**
9. Discuss the purpose and use of factor analysis. **20**  
Also mention usefulness of ANOVA in marketing research.
10. Write short notes on the followings : **10+10=20**  
(a) Application of multi-dimensional scaling  
(b) Media Research
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