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

Term-End Examination

December, 2018

MHA-006 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

1. Define Marketing Research and discuss its possible application areas in Hospitality industry. 20
2. What are the major types of Research Design ? Explain any two of them. 4+8+8
3. What is secondary data ? Enumerate their sources and advantages. 20
4. Discuss the various methods of data collection. 20
5. Explain with suitable examples the various methods of Random Probability Sampling. 20
6. Highlight issues of ambiguities associated with Questionnaire method of data collection. Categorise formats of questionnaire and ways of administrating them. 20

7. What are the ways of conducting qualitative research ? Elaborate giving examples. 20
8. Define Cluster Analysis. Explain how an airline's marketing manager use cluster analysis to segment his customer. 20
9. Write short notes on the following : 5x4=20
- (a) Conjoint Analysis
 - (b) Regression Analysis
 - (c) Discriminant Analysis
 - (d) Factor Analysis
10. Design a Marketing Research Plan to determine the feasibility of opening an up-scale restaurant in a metropolitan city. 20
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