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**MHA-6**

**M. Sc. IN HOSPITALITY  
ADMINISTRATION (MHA)  
Term-End Examination  
June, 2021**

**MHA-6 : MARKETING RESEARCH**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) Answer any **five** questions in about **600** words each.

(ii) All questions carry equal marks.

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1. Define Marketing Research. Discuss the scope of the marketing function process. 20
2. Describe the different ways of conducting marketing research and also the common application areas of marketing research. 20

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3. Discuss 'Causality' as the basis of classification of research design types. Also explain in brief the four major types of research design. 8+12
4. Discuss the merits, demerits as well as the sources of secondary data. 20
5. Describe factors which determine a Questionnaire format. Also explain situations which may lead to possible ambiguity in a questionnaire. 20
6. Design a Likert scale with 10 items/statements to measure satisfaction level of tourists regarding facilities they had availed at a hill station. 20
7. Write short notes on the following in about **150** words each :  $5 \times 4 = 20$ 
  - (a) Types of data validity
  - (b) Sampling error
  - (c) Coding of data
  - (d) Focus group method of data collection

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8. Discuss the characteristic features and the uses of qualitative research. How is qualitative research different from quantitative research ? 20
9. Explain the following with suitable examples :  $10 \times 2 = 20$
- (a) Descriptive and Inferential Statistics
  - (b) Univariate, Bivariate and Multivariate Analysis.
10. Define Conjoint Analysis. Explain with the help of examples the steps involved in Conjoint Analysis. 20