M. SC. IN HOSPITALITY ADMINISTRATION (MHA)

Term-End Examination

December, 2023

MHA–6 : MARKETING RESEARCH

Time : 3 Hours   *Maximum Marks : 100*

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

1. Define marketing research. Discuss the stages in the marketing research process. 20

2. Explain any *four* types of market research design. 20

3. What is meant by internal validity and external validity in the context of experimental research ? Explain with suitable examples the source of error responsible for reducing internal and external validity of an experiment. 20

4. Discuss the communication method and observation method of data collection. 20

5. Describe the importance of sampling in marketing research studies. Discuss the steps in the sampling process. 20

6. Define 'Attitude' and its components. With the help of suitable examples, describe the four types of scales used to measure attitudes towards a particular product/service. 20

7. Discuss the various multivariate procedures available to analyse associative data. 20

8. Describe conjoint analysis and the steps involved for its application. 20

9. Write a detailed note on multi-dimensional scaling. 20

10. Write short notes on the following : 4×5=20

   (a) Difference between sampling unit and sampling frame

   (b) Difference between probability and non-probability sampling

   (c) 'Tables' as a data presentation device

   (d) Advantages and limitations of secondary data

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