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**M.Sc. HOSPITALITY ADMINISTRATION**

**Term-End Examination**

**June, 2014**

**MHA-06 : MARKETING RESEARCH**

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :** (i) *Attempt any five questions.*  
(ii) *All questions carry equal marks.*
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1. What is marketing research ? Elaborate stages in the marketing research process. 20
2. Discuss the main sources of primary and secondary data related to travel and tourism industry. 20
3. What do you mean by a Questionnaire ? Explain the use of a Questionnaire as an instrument of data collection. 20
4. Write short notes on the following : 10+10=20  
(a) Descriptive Research Designs  
(b) Experimental Designs
5. What are various methods by which information about consumer can be obtained ? 20
6. Write an essay on "Classification of Data". Also corroborate with relevant examples. 20

7. Write short notes on the following : **10+10=20**  
(a) Multiple item scales.  
(b) Criteria for good measurement.
8. Explain the difference between Correlation and Regression. **20**
9. What is Conjoint Analysis ? What are the steps involved in conjoint analysis ? Explain with the help of suitable examples. **20**
10. Suppose you are the marketing manager of a newly established hill resort. How would you go about assessing the present demand for hill resort in the country and the forecast for the next five years ? **20**
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