

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

00325

Term-End Examination

June, 2017

MHA-006 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any five questions in about 600 words each.*
(ii) *All questions carry equal marks.*

1. Indicate whether marketing research is relevant to each of the following organization and if so, how each might benefit from it : **5x4=20**
 - (a) Ministry of Tourism, Government of India
 - (b) A retail shop
 - (c) Tour Operator Unit
 - (d) A Classic Heritage Hotel
2. Suggest some possible areas where marketing research would find increasing application in India. Give suitable examples. **20**
3. Define the different types of data needed for conducting marketing research related to service industry. Also discuss various sources of secondary and primary data. **20**
4. What sort of marketing information can be collected with the help of a questionnaire ? What are the merits and demerits of a structured Questionnaire ? **20**

5. Write short notes on the following : 5x4=20
- (a) Nominal Scale
 - (b) Ordinal Scale
 - (c) Interval Scale
 - (d) Ratio Scale
6. What are the various methods used to measure the strength of association between two nominal variables ? Describe them and clearly mention their limitations, if any. 20
7. Define conjoint analysis and state its potential applications in travel and tourism field. 20
8. "In marketing the need to understand consumer behavior is paramount." Discuss the statement by giving suitable examples from hospitality industry. 20
9. What are the different approaches to cluster analysis ? Discuss importance of cluster analysis in today's market conditions. 20
10. Write short notes on : 10x2=20
- (a) Sales Promotion Campaign
 - (b) Media Research
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