

00514

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

**Term-End Examination**

**June, 2018**

**MHA-006 : MARKETING RESEARCH**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Answer any five questions.*

*(ii) All questions carry equal marks.*

1. Elaborate the stages in Marketing Research Process. 20
2. Describe the four major types of Research Designs. 20
3. Discuss possible sources of primary data. 20  
Highlight the advantages and limitations of use of primary data in marketing research.
4. Write short notes on the following : 4x5=20
  - (a) Nominal Scale
  - (b) Ordinal Scale
  - (c) Interval Scale
  - (d) Ratio Scale
5. Explain the steps in the Sampling process and differentiate between Sampling and Non-sampling Errors. 20

6. What are the various ways in which non-probability sampling can be done? Elaborate them. **20**
7. (a) Construct a Likert scale with 10 statements that may be used to measure customer's satisfaction level of services provided by a 5 star hotel. **10+10=20**  
(b) Prepare a questionnaire with 5 close-ended questions which may be used for profiling customer availing services of a 5 star hotel.
8. List characteristic features and uses of Qualitative research. How does Qualitative research differ from Quantitative research? **20**
9. Write notes on the following : **2x10=20**  
(a) Editing and Coding of data  
(b) Classification of data and data Presentation devices
10. What do you understand by Multi-Dimensional Scaling (MDS) technique? Explain its advantage and application areas. **20**
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