MHA-006

M.Sc. IN HOSPITALITY ADMINISTRATION (MHA)

Term-End Examination

June, 2019

00984

MHA-006 : MARKETING RESEARCH

Time : 3 hours   *Maximum Marks : 100*

*Note : Answer any **five** questions in about 600 words each. All questions carry equal marks.*

1. Define Marketing Research. Enumerate the critical factors in organising a good marketing research study. Substantiate your answer with suitable examples from the hospitality industry. *20*

2. Define Primary and Secondary Data. Explain their role in surveys with suitable examples. What precautions would you take before using secondary data ? *20*

3. Distinguish clearly between Structured and Unstructured Questionnaire. Construct a suitable questionnaire containing not more than ten questions pertaining to "Consumer survey on star category hotel". *20*

4. Answer the following questions in about 300 words each :

   (a) Critically examine the various probability sampling methods. **10**

   (b) What do you understand by "Sample Design" ? What points should be taken into consideration in developing sample survey design ? **10**

5. What are the four different levels of measurement ? Discuss the mathematical operations which may or may not be used under each level of measurement. **20**

6. What are the general rules of framing a frequency distribution with particular reference to the choice of class-interval and number of classes ? Illustrate with examples. **20**

7. (a) Give a brief note of the measures of central tendency together with their merits and demerits. Which is the best measure of central tendency and why ? **10**

   (b) Under what circumstances would it be appropriate to use arithmetic mean, median and mode ? Discuss. **10**

8. What is χ^2 test (chi-square test) of goodness of fit ? What precautions are necessary while using this test ? Discuss the uses and limitations of chi-square test. **20**

9. What do you understand by association of attributes ? How will you examine the consistency of data classified according to different attributes ? *20*

10. What is regression ? Why are there, in general, two regression lines ? Under what conditions can there be only one regression line ? *20*