

No. of Printed Pages : 3

MHA-006

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

Term-End Examination

June, 2020

MHA-006 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

*Note : (i) Answer any five questions in about
600 words each.*

(ii) All questions carry equal marks.

1. What is the importance of marketing research ?
Discuss in brief the stages of marketing
research process. 20
2. Write a detailed note on problems faced by
researchers in conducting research in India. 20
3. Explain the advantages and limitations of
secondary data. 20

4. Write short notes on any *two* of the following :

10 × 2 = 20

- (a) Sampling Units
- (b) Sampling Frame
- (c) Study Population

5. Distinguish between the validity and reliability of a measure. How may the reliability of a measure be evaluated ?

20

6. What is qualitative research ? With the help of examples, discuss the areas where qualitative research can be used in marketing.

20

7. Write short notes on any *two* of the following :

10 × 2 = 20

- (a) Editing of Data
- (b) Coding of Data
- (c) Uses and limitations of Chi-square test

8. What is factor analysis ? Explain the purpose and uses of factor analysis. 20
9. What is meant by Cluster Analysis ? Discuss the factors to be considered while using cluster analysis technique. 20
10. What are the various ways in which non-probability sampling can be done ? Elaborate them. 20