**MHA-006**

# M. Sc. IN HOSPITALITY ADMINISTRATION (MHA)
## Term-End Examination
## June, 2022

### 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 relevance and importance of marketing research ? What are the critical factors to consider while conducting a relevant marketing research study in the Hospitality Sector ? 20

2.  What are the essential elements of a Research Design ? Distinguish between exploratory and descriptive research design with the help of suitable examples. 20

3.  What are the sources of primary data ? What are the advantages and limitations of using primary data in marketing research ?        20

4.  What is the role and importance of questionnaire in Marketing Research ? How will you design a questionnaire for marketing research of a hospitality firm ?        20

5.  Write short notes on the following :    4 × 5 = 20

    (a)  Simple Random Sampling

    (b)  Systematic Sampling

    (c)  Stratified Sampling

    (d)  Cluster Sampling

6.  What is meant by Qualitative Research ? How is it different from Quantitative Research ? Explain with the help of examples, the areas where qualitative research can be used in marketing research.        20

7.  What do you understand by cluster analysis ? What are the different approaches to cluster analysis ?        20

8. What is meant by Multi-Dimensional Scaling (MDS) Technique ? Discuss its advantages as well as application areas. 20

9. Explain the concept of association that takes place between a dependent variable and a set of independent variables. 20

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

$2 \times 10 = 20$

(a) Factor Analysis

(b) Editing and Coding of Data

(c) Non-Sampling Errors