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**MHA-6**

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

**Term-End Examination  
June, 2023**

**MHA-6 : MARKETING RESEARCH**

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) All questions carry equal marks.

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1. Discuss the stages in the Marketing Research Process for a multinational 5-star hotel chain.  
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2. Discuss in detail any *two* types of Research Design. 20
3. Define the terms—Element, Population, Sampling Unit and Sampling Frame and explain the steps in the sampling process. 20
4. Differentiate between primary and secondary data and outline their respective merits and limitations. 20

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5. Describe the *four* types of scales used in marketing research to measure attitudes. Also explain *three* criteria of measuring the usefulness of an attitude scale. 20
6. Define a questionnaire and discuss the steps involved in designing a questionnaire. Design a questionnaire for marketing research of a stand-alone 5-star hotel. 20
7. What is qualitative research ? Discuss any *two* methods of conducting qualitative research. 20
8. With the help of an example, explain the following—editing, coding, classification, tabulation and presentation of data. 20
9. Identify potential application areas of conjoint analysis. Explain the steps involved in the application of conjoint analysis. 20
10. Write short notes on the following in about **150** words each : 20
  - (a) Probability Sampling methods
  - (b) Non-Probability Sampling methods
  - (c) Cluster Analysis
  - (d) Regression Analysis