

M.Sc. in HOSPITALITY ADMINISTRATION

Term-End Examination

October, 2010

MHA-6 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

Note :

- (i) *Answer any five questions in around 600 words.*
(ii) *All questions carry equal marks.*

1. Discuss the salient features of marketing research 20
in the context of Indian hospitality industry.
2. What are the various types of Research Design ? 20
Examine.
3. Define sampling. What are the various steps 20
involved in sampling ?
4. What are the various steps involved in the 20
classification of data ?
5. What is Qualitative Research ? Discuss in detail 20
any two methods of conducting qualitative
research.

6. Write short notes in about 300 words each on the following : 10x2=20
- (a) Market Segmentation.
 - (b) SWOT Analysis.
7. What are non-parametric techniques of data analysis ? Give one suitable example of such techniques. 20
8. Explain the various steps involved in Data Collection. 20
9. Write short notes on **any two** of the following in about 300 words each : 10x2=20
- (a) Field surveys.
 - (b) Literature review.
 - (c) Systematic random sampling.
10. Explain internet based marketing research with suitable examples. 20
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