

M.Sc. HOSPITALITY ADMINISTRATION

Term-End Examination

November, 2013

MHA-06 (S) : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in about 600 words. All questions carry equal marks.

1. Define Marketing Research. What are the common application of Marketing Research ? 20
2. Compare "Exploratory" and "Descriptive Research Design". What are the factors that influence the validity of experiments ? 20
3. What do you understand by secondary data ? What are the sources of secondary data ? What are the advantages and limitations of secondary data ? 20
4. "Designing of a questionnaire and sampling design play a pivotal role in marketing research". Comment on the statement and substantiate your answer with suitable examples. 20
5. Write short notes on any two of the following :
 - (a) Marketing Research in India. 10x2=20
 - (b) Multiple item scale.
 - (c) Methods of collecting primary data.

6. Discuss the various techniques used for the "Analysis of Association". Also discuss its application with suitable examples. 20
7. Write short notes on : 10x2=20
(a) Discriminant Analysis
(b) Conjoint Analysis
8. What do you understand by qualitative research ? Discuss the use of qualitative research with the help of suitable examples. 20
9. What is meant by scales in marketing research ? What are the formats of Rating Scales ? 20
10. Write short notes on the following : 10x2=20
(a) Presentation of Data
(b) Consumer Research
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