

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

00203

**Term-End Examination**

**December, 2016**

**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. Discuss possible areas of Marketing research in the hotel industry. 20
2. Define secondary data and explain its sources, advantages and limitations. 20
3. What are the essential elements of a research design? Distinguish between the Exploratory and Descriptive Research design with the help of suitable example related to hospitality sector. 20
4. Discuss sampling and non-sampling error and the steps involved in sampling process. 20
5. Write short notes on the following in about 150 words each : 5x4=20
  - (a) Stages of Editing data
  - (b) Importance of Coding
  - (c) Advantages of Multi-dimensional scaling method.
  - (d) Uses of factor Analysis.

6. Outline the characteristics of a good table and explain the types of graphs and charts used for statistical data presentation. 20
7. Discuss the Marketing research trend of Hospitality Industry in India. 20
8. Write notes on the following in about 300 words each : 10x2=20
- (a) Qualitative Research : Uses and limitation
  - (b) Applications of Multi - dimensional scaling.
9. What are the steps involved in Conjoint analysis ? Explain with the help of examples. 20
10. Define Culster Analysis and explain the procedure along with the factors to be considered for its usage. 20
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