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

Term-End Examination

December, 2017

MHA-006 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt any five questions in about 600 words.
(ii) All questions carry equal marks.*

1. Describe the stages in the marketing research process. What are the major weaknesses of marketing research ? 20
2. Enumerate major applications of marketing research and discuss the problems faced by an agency in doing marketing research in India. 20
3. Describe the various kinds of research designs and their applications for different research situations. 20
4. Discuss the important sources of error in both secondary and primary data. 20
5. Describe, in brief, the importance of editing, coding, classification, tabulation and presentation of data in the context of research study. 20

6. Write short notes on : **10x2=20**
(a) Sales Promotion Campaign
(b) Media Research
7. Explain the concept of Association that takes place between a dependent variable and a set of independent variables. **20**
8. What are the steps involved in conjoint analysis ? Explain with the help of examples from hospitality industry. **20**
9. Write an essay on 'Application of multi-dimensional scaling'. **20**
10. Write short notes on : **10x2=20**
(a) Factor Analysis
(b) Methods of Qualitative Research.
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