

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

**Term-End Examination**

**February, 2021**

**MHA-06 : MARKETING RESEARCH**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** Answer any **five** questions in about 600 words each. All questions carry equal marks.

1. Define Marketing Research. Suggest some possible areas of application of marketing research. 20
2. What is the meaning of Research Design ? Discuss the methods used in Exploratory research. 20
3. Discuss in brief the major sources of Primary Data. 20
4. Explain the various sampling designs under non-probability sampling method. 20
5. Write short notes on any **two** of the following : 2×10=20
  - (a) Nominal Scale
  - (b) Ordinal Scale
  - (c) Ratio Scale

- 6.** Explain any two methods of conducting qualitative research. Discuss advantages and limitations of these methods. 20
- 7.** What is Regression Analysis ? Discuss the objectives of market researchers in using regression analysis. 20
- 8.** What do you understand by Multi-Dimensional Scaling (MDS) technique ? Explain its application areas. 20
- 9.** Write short notes on the following : 2×10=20
- (a) Data Presentation Devices
  - (b) Distinction between Description and Inference
- 10.** What is Conjoint Analysis ? Discuss the potential applications of Conjoint Analysis. 20
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