

00116

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

**Term-End Examination**

**June, 2016**

**MHA-06 : 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. Define Marketing Research and explain the stages in a marketing research process. 20
2. Name the four basic types of Research Design. Elaborate any one of them with the help of an example from hospitality industry. 20
3. Discuss the important sources of primary and secondary data in tourism and hospitality research. 20
4. Write short notes on the following in about 150 words each : 5x4=20
  - (a) Advantages of Group discussion
  - (b) Limitation of In-depth interview
  - (c) Types of graph for data presentation
  - (d) Limitations of sampling
5. Elaborate the various methods of collecting data from respondents. 20

6. Discuss the steps in Data Processing with a suitable example. 20
  7. Why is Likert Scale called a Summated Scale ? Explain procedures to construct a Likert Scale to measure customer's attitude towards Eco-friendly hotels. 20
  8. Define Conjoint Analysis and explain the steps involved in its application. 20
  9. Discuss Multi-dimensional Scaling techniques and its possible application areas. 20
  10. Write notes on the following in about 300 words each : 10x2=20
    - (a) General content of a Research Report
    - (b) Questionnaire format and Administration
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