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MHA-006

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

Term-End Examination

June, 2020

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. What is the importance of marketing research ?
Discuss in brief the stages of marketing
research process. 20
2. Write a detailed note on problems faced by
researchers in conducting research in India. 20
3. Explain the advantages and limitations of
secondary data. 20

P. T. O.

4. Write short notes on any *two* of the following :

10 × 2 = 20

- (a) Sampling Units
- (b) Sampling Frame
- (c) Study Population

5. Distinguish between the validity and reliability of a measure. How may the reliability of a measure be evaluated ?

20

6. What is qualitative research ? With the help of examples, discuss the areas where qualitative research can be used in marketing.

20

7. Write short notes on any *two* of the following :

10 × 2 = 20

- (a) Editing of Data
- (b) Coding of Data
- (c) Uses and limitations of Chi-square test

8. What is factor analysis ? Explain the purpose and uses of factor analysis. 20
9. What is meant by Cluster Analysis ? Discuss the factors to be considered while using cluster analysis technique. 20
10. What are the various ways in which non-probability sampling can be done ? Elaborate them. 20