MHA–6

M. SC. HOSPITALITY ADMINISTRATION (MHA)
Term-End Examination
June, 2024

MHA–6 : MARKETING RESEARCH

Time : 3 Hours   *Maximum Marks : 100*

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

1. Outline the importance of marketing research. Discuss major application areas of marketing research in the hospitality sector.   20

2. Discuss the sources of primary data and secondary data respectively.   20

3. What is the difference between probability and non-probability sampling ? Discuss the non-probability sampling methods.   20

4. Write notes on the following data collection methods :   2×10=20

   (a) Group discussion method

   (b) Focus group method

5. Explain with the help of an example, the process of editing, coding and classification of data.   20

6. Differentiate between single item scale and multiple item scale. Discuss any *two* multiple item scales.   20

7. Discuss with suitable example how the concept of cluster analysis can be used to segment tourism markets. Also elaborate factors to be considered while using cluster analysis techniques.   20

8. What is a Likert scale ? With the help of an example, explain procedures to construct a Likert scale question for measuring customers' attitude towards eco-friendly hotels.   20

9. Design a Marketing research plan to determine the feasibility of opening a 'homestay' in a metropolitan city.

10. Write short notes on the following : 4×5=20

   (a) Means of Central Tendencies

   (b) Difference between Correlation and Regression

   (c) Difference between nominal scale and ordinal scale

   (d) Editing of data

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