

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

Term-End Examination

June, 2015

00468

MHA-06 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five questions. All questions carry equal marks.*

1. Define marketing research. Enumerate the critical factors in organising a good marketing research study. 20

2. Differentiate between descriptive and exploratory research in service marketing. Outline the methods used in exploratory research. 20

3. What is meant by Questionnaire ? Elaborate the steps involved in designing a Questionnaire. 20

4. What are the key factors on which the sample size for a survey is based ? What are the steps through which the sample size for a survey is determined ? 20

5. Explain the following techniques for seeking association among the variables : $10+10=20$
- (a) Chi-Square Test
 - (b) Correlation Technique
6. What is Qualitative Research ? Differentiate between Qualitative Research and Quantitative Research. Explain any two methods of doing Qualitative Research. 20
7. What are the steps involved in Conjoint Analysis ? Explain with the help of suitable examples from travel and tourism industry. 20
8. Discuss the situations under which Factor Analysis can be used ? List the steps involved in using Factor Analysis. 20
9. Write short notes on the following : $10+10=20$
- (a) Media Research
 - (b) Data Sources
10. Write short notes on the following : $10+10=20$
- (a) Sampling Errors
 - (b) Methods of Graphical Presentation of Data
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