

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

Term-End Examination

December, 2024

MHA-6 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

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

1. What is Marketing Research ? Elaborate its purpose and scope in the hospitality sector. 20
2. Describe Exploratory and Descriptive research designs respectively. 20
3. Explain the basic methods of data collection. 20
4. Differentiate between census and sampling, pointing out their respective advantages and disadvantages. 20
5. Explain the *four* types of measurement scales and mention their respective permissible/applicable statistical methods. 20

6. Describe any *two* widely used multiple item rating scales. 20
7. Explain the following in about **300** words each :
2×10=20
- (a) Graphical representation of data
 - (b) Characteristics of a 'Table'
8. Outline the characteristics and uses of qualitative research. Discuss any *one* method of conducting qualitative research. 20
9. What is cluster analysis and what are its possible applications ? Explain the factors to be considered while using cluster analysis techniques. 20
10. Write short notes on the following in about **150** words each : 4×5=20
- (a) Probability Sampling methods
 - (b) Sampling error
 - (c) Inferential statistics
 - (d) Multi-Dimensional Scaling (MDS)

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