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MHA-6

**M. SC. IN HOSPITALITY
ADMINISTRATION (MHA)
Term-End Examination
December, 2025**

MHA-6 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

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

1. What is marketing research ? Discuss the possible applications of marketing research in the corporate environment. 20
2. Explain the methods for conducting exploratory research and descriptive research respectively. 20
3. Discuss the main sources of primary and secondary data. 20

4. List the *three* components of 'Attitude'. Construct a 15-item Likert scale to measure guests' attitude towards a five star hotel. 20
5. Differentiate between qualitative and quantitative research. Explain the observation method of conducting qualitative research. 20
6. Discuss the different aspects of classification of data. What are the likely problems encountered in the classification and how can these problems be handled in data processing and analysis ? 20
7. Discuss Likert scale and Semantic differential scale in the context of attitude measurement. Explain with suitable examples. 20
8. Discuss the advantages and disadvantages of conducting market research through the Internet in India. 20
9. Explain the concept of Correlation and Regression Analysis. 20

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10. Write short notes on the following in about
150 words each : 4×5=20

- (a) Planning the Sample
- (b) 'Observation' as a method of data collection
- (c) Application of factor analysis
- (d) Analysis of Variance

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