

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

MHA-6 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

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

1. Discuss the importance of marketing research and the various stages in a marketing research process. 20
2. Discuss the factors which influence an experiment's validity. Differentiate between Quasi-experimental research design and Experimental research design. 20

3. Differentiate between primary and secondary data and outline their respective merits and limitations. 20
4. Describe the factors which determine a questionnaire format. Also explain situations which may lead to possible ambiguity in a questionnaire and suggest steps how can they be avoided. 20
5. Discuss the various sampling designs and their applications in marketing research. 20
6. What are the criteria for a good measurement scale ? Explain the different formats of rating scales. 20
7. What do you understand by classification of data and why is it necessary ? Explain how data can be classified based on attributes and numerical characteristics. 20
8. Explain any *two* of the following in about **300** words each : $2 \times 10 = 20$
 - (a) Regression analysis
 - (b) Factor analysis
 - (c) Cross tabulation

[3]

9. Design a marketing research plan to determine the feasibility of opening a five star hotel in a tier 2 Indian city. 20
10. Write short notes on the following in about **150** words each : $4 \times 5 = 20$
- (a) Descriptive statistical measures
 - (b) Focus group method of data collection
 - (c) Difference between nominal scale and ratio scale
 - (d) Coding of data

× × × × ×