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MHA-006

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

**Term-End Examination
June, 2026**

MHA-006 : 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 makes 'problem identification and defining' stage in the marketing research process critical and important for any research. Discuss it with the help of an example. 20

2. Differentiate between Quasi-Experimental and Experimental research design. Explain the factors influencing the validity of Experiments. 20
3. Discuss the advantages and limitations of primary and secondary data respectively. 20
4. Discuss the non-probability sampling methods. 20
5. Describe the basic steps involved and the precautions to be taken while designing a questionnaire. Design a questionnaire for market research by a theme park. 20
6. List the respective permissible statistics that can be used under the four types of measurement scales. Explain the criteria required in a good measurement scale. 20
7. Write notes on the following in about **300** words each : $2 \times 10 = 20$
 - (a) Explain the various areas of application of multi-dimensional scaling.
 - (b) Discriminant analysis *vs.* Cluster analysis.

8. Explain the purpose of data processing.
What are the tasks involved in converting raw data into usable information. 20
9. Discuss the situations under which Factor Analysis can be used. List the steps involved in using Factor Analysis. 20
10. Write short notes on the following in about 150 words each : 4×5=20
- (a) Importance of defining the marketing research problem
 - (b) Cross-sectional Design
 - (c) 'Unstructured direct interview' as a method of data collection
 - (d) Difference between Pictograms and Pie chart

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