BHMCT
(SEM. VI) EXAMINATION, 2006-07
MARKETING RESEARCH

Time : 3 Hours] [Total Marks : 100

Note : (1) Attempt all questions.
(2) All questions carry equal marks.

1 Attempt any four parts of the following : 4\times 5
   (a) Discuss the concept of Marketing Research.
   (b) What is the utility of Marketing Research?
   (c) Discuss stages involved in the Marketing Research Process.
   (d) What are various types of research design?
   (e) Explain the importance of research design.
   (f) Explain the concept of ‘Marketing Information System’.

2 Attempt any four parts of the following: 4\times 5 = 20
   (a) Explain ‘Types of Data.
   (b) What is ‘Secondary data’? What are the sources of secondary data?
   (c) What is the importance of sampling?

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(d) Discuss the steps involved in developing a questionnaire.
(e) What are merits and demerits of Primary data?
(f) What is the importance of ‘interview’ with respect to Data Collection?

3 Attempt any two parts of the following: 2×10
(a) What is Quality research? How is it different from Quantity research?
(b) Explain data classification and graphical presentation of data.
(c) What are the steps involved in Report Writing? Explain.

4 Attempt any two parts of the following: 2×10
(a) What is advertisement? How can you assess advertisement effectiveness?
(b) What are pricing strategies? How do pricing strategies help in marketing of hotels?
(c) What is e-commerce? Discuss its importance and application in present context.

5 Attempt any two parts of the following: 2×10
(a) What are Marketing Alliances? How do marketing alliances with known brands help hotels?
(b) Discuss the role of internet in marketing of hotels.
(c) What is customer behaviour? How is it different from consumer behaviour and profile?