



Printed Pages : 2

BHM – 606

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7464

Roll No.

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 : **4×5**

- (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: **4×5=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?