



V. M. SALGAOCAR INSTITUTE  
of  
INTERNATIONAL HOSPITALITY EDUCATION

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**M.Sc. INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT**

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Type: Semester End Assessment (SEA)

Date: 29/05/2024

Batch and Semester: 2022-2024 & 4

Total Marks: 40

Time Duration: 2 Hours

Course Name: Marketing Research

Course Code: IHT -605

Instructor: Dr. Semele Sardesai

This paper contains 03 pages in addition to the cover page.

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Full Name of the Student: \_\_\_\_\_

Permanent Registration Number: \_\_\_\_\_ Class: \_\_\_\_\_

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Marks Obtained: \_\_\_\_\_ Faculty Signature: \_\_\_\_\_ Invigilator Signature: \_\_\_\_\_

Main Answer sheet	Number of Supplements	Total number of Answer sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones, electronic data banks, scientific calculators and smart/beeping watches are prohibited in the examination hall.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.



**Q.1. Multiple choice questions. Write the correct alphabet and the answer in words. (10 Marks)**

1. Which of the following best defines marketing research?
  - a) Sales forecasting
  - b) Gathering, analyzing, and interpreting information about a market
  - c) Conducting advertising campaigns
  - d) Developing new products
  
2. What is the primary objective of exploratory research?
  - a) To test hypotheses
  - b) To describe characteristics of a population
  - c) To gain insights and understanding into a problem
  - d) To establish cause-and-effect relationships
  
3. Which of the following is an example of primary data?
  - a) Government census data
  - b) Market research reports
  - c) Surveys conducted by a company
  - d) Articles in academic journals
  
4. What is the purpose of a research hypothesis?
  - a) To summarize data
  - b) To describe a phenomenon
  - c) To explain cause-and-effect relationships
  - d) To make predictions that can be tested
  
5. Which sampling method involves dividing the population into groups and then randomly selecting individuals from each group?
  - a) Simple random sampling
  - b) Systematic sampling
  - c) Cluster sampling
  - d) Stratified sampling



6. Which of the following is NOT a type of data analysis technique used in marketing research?
- a) Regression analysis
  - b) Factor analysis
  - c) T-test
  - d) Survey design
7. What is the purpose of a questionnaire in marketing research?
- a) To analyze data
  - b) To collect data
  - c) To generate hypotheses
  - d) To test hypotheses
8. In qualitative research, what is the primary method of data collection?
- a) Surveys
  - b) Experiments
  - c) Interviews
  - d) Observations
9. Which of the following is NOT a characteristic of good research design?
- a) Reliability
  - b) Validity
  - c) Replicability
  - d) Bias
10. Which of the following is NOT a step in the marketing research process?
- a) Analyzing data
  - b) Defining the problem
  - c) Developing a marketing plan
  - d) Reporting findings



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**Q.2. Discuss the key steps involved in designing a marketing research project for a hospitality business. Provide examples to illustrate each step. (10 Marks)**

**Q.3. Answer the following:**

- a) Explain the concept of market segmentation and its relevance in the hospitality industry. (02 Marks)
- b) Discuss the different bases of segmentation that can be used in segmenting the market for a luxury resort. Give 4 points and explain (08 Marks)

**Q.4. A regional tourism board wants to understand the factors influencing tourists' destination choices and travel behaviors. Design a research study to address this objective.**

- i) Research objectives (02 Marks)
- ii) Outline the research methods and techniques you would use to collect data, considering both qualitative and quantitative approaches. (06 Marks)
- iii) Justify your chosen methods. (02 Marks)

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