

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY (CBCS-2018 COURSE)

B.H.M.C.T. Sem-V : WINTER- 2022

SUBJECT : RESEARCHING FOR HOSPITALITY & TOURISM MANAGEMENT

Day : Monday

Time : 10:00 AM-12:30 PM

Date : 5/12/2022

W-19956-2022

Max. Marks : 60

N.B.:

- 1) All questions are **COMPULSORY**
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections to be written in **SAME** answer book.

SECTION - I

Q.1) Attempt the following: (1 X 6 = 6)

- a) We review the relevant literature to know:
 1. What is already known about the topic
 2. What concepts and theories have been applied to the topic
 3. Who are the key contributors to the topic
 4. All of the above
- b) Which one of the following is a non-probability sampling:
 1. Stratified
 2. Purposive
 3. Systematic
 4. Simple random
- c) Formulation of hypothesis may not be required in the following research:
 1. Survey method
 2. Experimental studies
 3. Historical studies
 4. Scientific studies
- d) Questions in which only two alternatives are possible is called
 1. MCQ
 2. Open ended questions
 3. Structured questions
 4. Dichotomous questions
- e) Research is born out of :
 1. Human curiosity
 2. Human requirement
 3. Natural incident
 4. Human excitement
- f) A blue print of research work is called:
 1. Research design
 2. Research problem
 3. Research methods
 4. Research tools

Q.2) Attempt any three of the following: (Any 3) (4 X 3 = 12)

- a) State any four points to be considered while selecting the research topic.
- b) List and briefly explain the significance of Literature review and data collection in the research process.
- c) Explain 'Primary data'. State and explain any two methods of collecting primary data.
- d) Briefly explain: a) Observation b) FGD

Q.3) Attempt any three of the following: (Any 3) (4 X 3 = 12)

- a) Briefly explain the qualitative and quantitative research methods.
- b) State the points to be kept in mind while designing the title of the research.
- c) State with suitable example the APA style of citation.
- d) What are surveys? Discuss any three types of surveys.

P.T.O.

SECTION - II

Q.4 Attempt the following :

(1 X 6 = 6)

- a) A researcher selects a probability sample of 100 out of the total population. It is
1. A cluster sample 2. A random sample 3. A systematic sample 4. A stratified sample
- b) Research is based upon
1. Rating scale 2. Experiments 3. General principles 4. Scientific method
- c) Generally the data of the research is
Quantitative only 2. Qualitative only 3. Both of the above 4. Subjective only
- d) Hypothesis must have a
1. Applicability 2. Durability 3. Testability 4. Measurement
- e) Which of the following example is of primary data:
1. Book 2. Journal 3. Newspaper 4. Census report
- f) The method of research reporting should be :
1. Scientific 2. Ethical and attractive 3. Personal 4. Favorable to globalization

Q.5) Attempt any **THREE** of the following: (Any 3)

(4 X 3 = 12)

- a) State the essentials of a good questionnaire. Explain structured and non structured types of questionnaire.
- b) State and explain any four non-probability types of sampling.
- c) Briefly discuss the tabulation process while processing data.
- d) Discuss in brief the steps in writing the research report.

Q.6) Attempt any **THREE** of the following: (Any 3)

(4 X 3 = 12)

- a) Briefly discuss 'Schedule'. State the limitations of schedule.
- b) Explain the following:
1. Population 2. Census 3. Sampling size 4. Sample
- c) Briefly discuss the importance of editing in data analysis.
- d) List the chapter in sequence to be considered in structure of report.

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