

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY (CBCS-2018 COURSE)
B.H.M.C.T. Sem-V : WINTER : 2024
SUBJECT: RESEARCHING FOR HOSPITALITY & TOURISM MANAGEMENT

Day : Wednesday
Date : 27/11/2024

W-19956-2024

Time : 10:00 AM-12:30 PM
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: (6 Marks)

- a) The first step of formulating a problem is
1. Gathering of data 2. Measurement 3. Statement of problem 4. Survey
- b) Which step is followed after the data is collected from the following:
1. Editing 2. Classification 3. Coding 4. Tabulation
- c) _____ is a first step in research process.
1. Formulation of problem 2. Collection of data 3. Editing and coding 4. Selection of problem
- d) Formulation of hypothesis may not be required in the following research:
1. Survey method 2. Experimental studies 3. Historical studies 4. Scientific studies
- e) Sampling is advantageous as it _____
1. Helps in capital-saving 2. Saves time 3. Increases accuracy 4. Both (1) and (2)
- f) Generally the data of the research is
1. Quantitative only 2. Qualitative only 3. Both of the above 4. None of the above

Q.2) Attempt any three of the following: (Any 3) (12 Marks)

- a) State the importance of questionnaire in a research study. Explain structured and non structured types of questionnaire.
- b) State and explain any two probability and non-probability type of sampling.
- c) Briefly discuss the importance of editing data while data processing.
- d) Discuss in brief the steps in research writing process.

Q.3) Attempt any three of the following: (Any 3) (12 Marks)

- a) Briefly explain the importance of data interpretation and sampling in the research process.
- b) State and explain the criteria's to be considered while selecting a research problem.
- c) State examples of how a book and journal article is cited in APA and MLA style.
- d) What are FGD's? Discuss any two advantages and disadvantages of FGD.

P. T. O.

SECTION - II

Q.4 Attempt the following :

(6 Marks)

- a) Which of the following is not a data-collection method?
1. Research questions 2. Unstructured interviewing 3. Postal survey questionnaire
4. experiment
- b) Which of the following is the primary data:
1. Books 2. Journals 3. Newspaper 4. Census report
- c) Sending a questionnaire to a respondent with a request to complete it and send it by post is called
1. Mail survey 2. Interview 3. Observation 4. Panel
- d) Hypothesis must have a
1. Applicability 2. Durability 3. Testability 4. Measurement
- e) What do researchers use to analyze the data?
1. Probability method 2. Statistical tools 3. Index 4. numbers
- f) Which of the following statement is correct:
1. Researches leads to discoveries 2. Discoveries are researches 3. Invention and
research are related 4. None of the above

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

(12 Marks)

- a) Briefly discuss 'Schedule'. State the limitations of schedule.
- b) Explain the following:
1. Sampling Unit 2. Census 3. Universe 4. Sample
- c) Explain the Qualitative method of data analysis.
- d) Discuss the importance of literature review and recommendations in research process.

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

(12 Marks)

- a) What do you mean by objective of research? State the points to be kept in mind while framing the title of the research topic.
 - b) Define research and briefly discuss the quantitative research.
 - c) Explain 'Primary data'. State and explain any two methods of collecting primary data.
 - d) Briefly explain: a) Observation b) Experimentation
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