

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY (CBCS-2018 COURSE)
B.H.M.C.T. Sem-V : WINTER :- 2021
SUBJECT: RESEARCHING FOR HOSPITALITY & TOURISM MANAGEMENT

Day : Monday
Date 31-01-2022

W-19956-2021

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: (1 X 6 = 6)

- a) Survey is a Study
1. Descriptive 2. Fact finding 3. Analytical 4. Systematic
- b) Research is
1. Searching again and again 2. Finding solution to any problem 3. Working in a scientific way to search for truth of any problem 4. Finding and rechecking the facts in the environment.
- c) Questionnaire is a :
1. Research method 2. Measurement technique 3. Tool for data collection 4. Data analysis technique
- d) Which of the following is the primary data:
1. Books 2. Journals 3. Newspaper 4. Census report
- e) A member of the population is called:
1. Element 2. Census 3. Population 4. Group
- f) Bibliography means:
1. Footnote 2. Quotations 3. List of books referred 4. Biography

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

- 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 significance of the same.
- c) Explain 'Primary data'. State and explain any two methods of collecting primary data.
- d) Briefly explain: a) Observation b) Experimentation

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

- a) Briefly explain the quantitative research along with its advantages.
- b) Define 'Hypothesis'. State the meaning of hypothesis with examples.
- 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 : :

(1 X 6 = 6)

- a) _____ is the first step in research process.
1. Selection of problem
 2. Formulation of problem
 3. Collection of data
 4. Editing and coding
- b) In a survey there is an enumerator and a
1. Respondent
 2. Guide
 3. Supervisor
 4. Messenger
- c) _____ is a source of hypothesis.
1. Knowledge
 2. Energy
 3. Survey
 4. Intuition
- d) 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
- e) What do researchers use to analyze the data?
1. Probability method
 2. Statistical tools
 3. Index
 4. numbers
- f) Observation is physical and _____ activity.
1. Technical
 2. Mental
 3. Social
 4. Personal

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

(4 X 3 = 12)

- a) State and explain any eight essentials of a good questionnaire.
- b) State and explain any two probability and non-probability type of sampling each.
- c) Briefly discuss the importance of tabulation process in data processing.
- d) Discuss in brief the steps in research writing process.

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

(4 X 3 = 12)

- a) Briefly discuss 'Schedule'. State any four advantages of schedule.
- b) Explain the following:
 1. Universe
 2. Census
 3. Sampling technique
 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.

* * *