

# S-918

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## HM-304

### Research Methodology

Master of Hotel Management (MHM)

3rd Semester Examination, 2022 (Dec.)

**Time : 2 Hours]**

**[Max. Marks : 35**

**Note :** This paper is of Thirty Five (35) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

### SECTION-A

#### (Long Answer Type Questions)

**Note :** Section 'A' contains Five (05) long answer type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.

(2×9½=19)

1. What is research? Discuss its salient features and significance in context to the hospitality industry.

2. What are the different types of research?
3. Discuss the meaning and different sources of data collection.
4. Discuss the meaning, types and importance of the hypothesis.
5. Explain the meaning and different types of probability sampling.

### **SECTION-B**

#### **(Short Answer Type Questions)**

**Note :** Section 'B' contains Eight (08) short answer type questions of Four (04) marks each. Learners are required to answer any Four (04) questions only. (4×4=16)

1. What are the different objectives of the research?
2. What is historical research? Discuss the different sources of data for historical research.
3. Discuss the meaning and importance of the Review of Literature.
4. Discuss the meaning and types of variables.
5. Discuss the different tools used for data analysis.

6. Explain the meaning and purposes of the research design.
  7. Differentiate between research questions and research hypotheses.
  8. Discuss the problems and challenges faced by researchers in the hospitality industry.
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