

HM-304

Research Methodology

Master of Hotel Management (MHM-17)

Third Semester, Examination, 2019 (June)

Time : 3 Hours]

Max. Marks : 40

Note : This paper is of Forty (40) marks divided into three (03) sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

SECTION-A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer any two (2) questions only.

($2 \times 9\frac{1}{2} = 19$)

1. What is Research? Briefly discuss the significant qualities of a good research.
2. Discuss Research Design. Why is it important to create a good research design?

3. Explain the concept of research report writing. Write short note of any four types of research reports.
4. Why is Sampling Design important for researcher? Discuss any three sampling techniques.

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)

Explain the following :

1. Variables in research.
2. Types of Questionnaire.
3. Difference between Qualitative and Quantitative Research.
4. Research Methodology.
5. "F" Test.
6. Research Hypothesis.
7. Types of interviews.
8. Characteristics of a good researcher.

SECTION-C
(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this section are compulsory. (10 \times $\frac{1}{2}$ =05)

1. Primary sources refer to the first hand sources or the original sources at the hands of a researcher, which is not collected in the past.
2. Secondary data means to the data which has not been collected and analyzed by someone else.
3. The names and addresses of survey respondents should not be made available to anyone outside those involved in the survey after the responses have been entered into the computer.
4. In case of a questionnaire, the researcher can never come to know that who is actually filling the questionnaire i.e. problem of authentication is there, but in case of schedule the identity of respondent is always known.
5. All items under any field of research study do not constitute a 'Population' or 'Universe'.
6. A frequency polygon is drawn exactly like a histogram except that points are drawn rather than bars.

7. Mean, is the most common measure of central tendency and is defined as the value which we get by dividing the total of the values of various given items in a series by the total number of items.
 8. Hypothesis simply means an assumption or some supposition to be proved or disproved.
 9. The final report should be written in a detailed and subjective style and in difficult language, avoiding clear terms.
 10. A research report should not be a dull piece of work; rather it should be such a work that it keeps the reader sustain his or her interest.
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