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School of Hospitality
Bachelor of Science in Hotel Management
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem V - I1UB505T - Research Methodology For Hospitality and Tourism

General Instructions
Answer to the specific question asked
Draw neat, labelled diagrams wherever necessary
Approved data hand books are allowed subject to verification by the Invigilator

1) Decribe metho for any research area and/or topic.   K1 (2)

2) How to identify the research gap ?   K2 (4)

3) Is qualitative research applicable in tourism & hospitality industry ?   K2 (6)
   Justify your answer with examples

4) Draft a questionnaries for " Critical analysis of food and beverage   K3 (9)
   services in any one fine dine restaurant" .

5) How to write a review the literature for supporting the research?   K3 (9)
   Explain with examples.

6) Preparation of the list of secondary data collection methods for a topic   K5 (10)
   given for research

7) Diffenciation between random sampling method and systematic   K4 (12)
   sampling methos with the help of suitable example/s.

8) Prepare a questionnaries for Customer satisfaction in four (4) F&B   K5 (15)
   Outlets of your choice/s in greater Noida

9) Describe any three statistical methods with their applicability in a   K5 (15)
   particular study or research.

10) Evaluate and assess the application of information technology in   K6 (18)
    report preparation and presentation.