

ADMISSION NUMBER											

**School of Hospitality**  
**Bachelor of Business Administration in Tourism and Travel**  
**Semester End Examination - May 2024**

**Duration : 180 Minutes**  
**Max Marks : 100**

**Sem VI - I1UA606C - Research Project in Travel 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*

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|-----|--|---------|
| 1)  | What is peer review?   | K1 (2)  |
| 2)  | What are the types of research designs?  | K2 (4)  |
| 3)  | What are sampling techniques in research?  | K2 (6)  |
| 4)  | How do researchers ensure the reliability and validity of their data analysis?   | K3 (9)  |
| 5)  | Differentiate between primary and secondary sources of literature review. Provide examples for each.   | K3 (9)  |
| 6)  | How are neural networks utilized in optimization problems?   | K5 (10) |
| 7)  | How can researchers identify gap areas from literature and research databases?   | K4 (12) |
| 8)  | Write short notes on any three from the following : (a) Discriminant analysis Vs Cluster analysis. (b) Focus Groups. (c) Uses of Qualitative Research. (d) Descriptive Research Design. (e) Methods of Graphical presentation of Data.                 | K5 (15) |
| 9)  | Write short notes on any three of the following : (a) Sources of primary data (b) Steps in sampling process (c) Coding of data (d) Attitude measurement and its relevance (e) Limitations of conducting marketing Research in India.                   | K5 (15) |
| 10) | What do you understand by Editing of Data ? Depict the following data graphically and present your brief analysis. Year : 2003 2004 2005 2006 2007 2008 2009 Sales 31 58 42 65 80 96 98 (Rs. in lakh) Cost of sales 42 50 48 55 75 80 73 (Rs. in lakh) | K6 (18) |