

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Hospitality Back Paper Examination Even Semester (Non - Graduating Batches) – June 2024 [Programme: B.Sc. HM/BHM Sem] [Semester: IV] [Batch:]]				
Course Title: Research Methodology for Hospitality and Tourism		Max Marks: 100		
Course Code: BSCH2032		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	Compare and contrast qualitative and quantitative research methods.	2	CO	5
2.	Define research design and discuss its importance in the research process.	1	CO	5
3.	Explain at least five different techniques of data collection used in research.	1	CO	5
SECTION-B (40 Marks)		10 Marks each		
4.	Discuss the significance of research in advancing human knowledge and solving practical problems. Provide two examples of how research has led to significant developments in science or society.	1	CO1	10
5.	Identify and explain at least three key features of a good research design. How do these features impact the overall quality and credibility of research findings?	2	CO4	10
6.	Illustrate the main types of research designs and their applications.	4	CO4	10
7.	Define correlation and regression analysis. How are these two analyses used to understand the relationship between two variables?	1	CO5	10
SECTION-C (45 Marks)		15 Marks each		
8.	Prioritize and explain at least three essential criteria of good research. How do these criteria ensure the validity and reliability of research findings? Provide examples to support your answer.	5	CO2	15
9.	Compare between primary and secondary data. Provide examples of each and discuss the advantages and disadvantages associated with using primary data in research.	2	CO3	15
10	Appraise the importance of a literature review in the research process. How does conducting a thorough review of related literature contribute to the development of a research study? Provide an example to support your explanation.	5	CO6	15