School of Hospitality

Bachelor of Science in Hotel Management
Semester End Examination - Jul 2024

Duration : 180 Minutes
Max Marks : 100

Sem V - I1UB505T - Research Methodology For Hospitality and Tourism

1) What is the scope of research ? — K1(2)

2) How to identify the research area/s ? — K2(4)

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

4) Explain dependent and independent variables with the help of suitable answer and examples. — K3(9)

5) Explain types of variables with the help of suitable answer and examples. — K3(9)

6) Explain in detail about the data collection methods for journal , megazines and online portals , with the help of suitable example/s. — K5(10)

7) How to select the different of sampling methods for different types of research in hotel and tourism industry ? — K4(12)

8) Draft a likert scale for - Satisfaction , quantity and beautiful with providing asumed data of your choice/s. — K5(15)

9) Describe various methods with their applicability in a particular study or research. — K5(15)

10) Prepare a synopsis for this topic " Evaluation of customer satisfaction in fine dine restaurants of your choices. — K6(18)