

(Following Paper ID and Roll No. to be filled in your  
Answer Books)

**Paper ID : 174609**

Roll No. 

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**B.H.M.C.T.**

**Theory Examination (Semester-VI) 2015-16**

**RESEARCH METHODOLOGY**

*Time : 3 Hours*

*Max. Marks : 100*

**Q1. Define the following:**

- (a) Survey
- (b) Research Methodology
- (c) Coding of Data
- (d) Research Report
- (e) References
- (f) Null Hypothesis

**Section-A**

**UPTU NOTES**

**(10×2=20)**

- (g) Questionnaire
- (h) Analytical research
- (i) Secondary data
- (j) Structured Interview

**Section-B**

**Q2. Attempt any five out of the following: (10×5=50)**

- (a) Define Research. Explain the importance of research in detail.
- (b) Define Sampling. Briefly discuss the types of sampling?
- (c) Differentiate between quality research and quantity research in detail.
- (d) Discuss the major methods of Data Analysis?
- (e) Explain how will you deal with queries during presentation of Research Project?

- (f) Write a note on the role of research in hospitality industry.
- (g) Explain the sources from where Secondary data is collected?
- (h) Explain the importance of generating findings.

### Section-C

**Attempt any two questions of the following: (15×2=20)**

- Q3. Discuss the merits and demerits of interview method of collecting data.
- Q4. Explain the importance of Conclusion and Recommendation in drafting a research report?
- Q5. What do you understand by the term Presentation? What are the major Presentation tools used in Research Project?