VII Semester B.H.M. Examination, January/February 2025
(NEP)
HOTEL MANAGEMENT
Research Methodology

Time : 2½ Hours   Max. Marks : 60

Instructions : 1) *Read instructions* **carefully**.
                        2) *Number the answers* **correctly**.

SECTION – A

1. Answer **any five** questions. **Each** carries **two** marks.   (5×2=10)

    a) Define research.

    b) What is casual research ?

    c) Define independent variable.

    d) Define secondary data.

    e) What is data editing ?

    f) What is bivariate analysis ?

    g) What is a role of the abstract in a research report ?

SECTION – B

Answer **any four** questions. **Each** carries **five** marks.   (4×5=20)

2. Describe the steps involved in the research process.

3. Explain the different types of measurement scales used in research with examples.

4. List and describe different types of questions that can be used in a questionnaire.

5. Explain the importance of data preparation in research.

6. What is the final proofing process in report writing and why is it crucial ?

SECTION – C

Answer **any three** questions. **Each** carries **ten** marks. (3×10=30)

7. Discuss the common limitations and challenges faced in business research. And how can researchers address these challenges to ensure the credibility of their findings ?

8. Explain the concept of experimental design, and discuss the key characteristics and differences between the different types of experimental designs.

9. Describe the role of primary and secondary data in decision-making and provide examples of each types in different research contexts.

10. Describe the steps for performing data analysis using a chosen statistical software and discuss the challenges a researcher might face while using such software.

11. Describe the key contents of a research report and discuss the significance of each component.

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