

BHM – 7th SEMESTER
SPECIAL EXAMINATION, AUGUST-2018
Research Methodology - 07010701

TIME: 03: 00 Hrs.

Max. Marks: 80

INSTRUCTIONS:

1. Write Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided with the correct question paper. Complaints in this regard, if any, should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter;
3. All PARTs are compulsory. Marks are indicated against each question.
4. Draw diagram whenever required.

PART I

Q.1 Attempt all the questions, all questions carry equal marks

(2 X 10 = 20)

- a) What is Hypothesis?
- b) What is Research Proposal?
- c) What is Descriptive Research?
- d) What is Quota Sampling?
- e) What are criterions of good questionnaire?
- f) Discuss any two tests under univariant analysis.
- g) Define Secondary Data.
- h) What is Sample?
- i) Name any two research agencies.
- j) Define Research Report.

PART II

Q.2 Attempt any EIGHT questions, all questions carry equal marks

(5 X 8 = 40)

- a) Define Research. Discuss the need and importance of research.
- b) Define variables in research. Discuss their relevance in research.
- c) What is Problem design? How it helps researcher in effective research.
- d) Discuss the Research Process in detail.
- e) What are various types of research design? Discuss with suitable examples.
- f) What do you understand by data collection? Discuss various tools of data collection.
- g) What do you mean by sample design? Explain various types of sample design.
- h) What is descriptive analysis? Discuss nature and types of descriptive analysis.
- i) What are the various statistical approaches available with researcher for analysis?
- j) Discuss the ingredients of research report in detail.

PART III

Q.3 Attempt any TWO questions, All questions carry equal marks

(2X 10 = 20)

- a) What are various types of research? Discuss the relevance of research in hotel industry and support your answer with the help of suitable example.
- b) What are the different ways of reference writing? Support your answer with specimen
- c) Explain various scales used in research. Draft questions related to each scale.
- d) Discuss Factor Analysis in detail. Why most of the studies of marketing use factor analysis approach?