

S.No. : 479

BHM 2802

No. of Printed Pages : 04

Following Paper ID and Roll No. to be filled in your Answer Book.

**PAPER ID : 26172**

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## **BHMCT Examination, 2021-22**

**(Even Semester)**

### **RESEARCH METHODOLOGY**

**Time : 3 Hours]**

**[Maximum Marks : 60**

**Note :** Attempt all questions.

#### **SECTION – A**

1. Define the following :

8×1=8

- (a) Snowball sampling.
- (b) Research problem.
- (c) Respondent.
- (d) Reliability.
- (e) Plagiarism.
- (f) Scale.

**[ P. T. O.**



- (g) Data mining.
- (h) Review of literature.

### SECTION – B

2. Attempt any two parts of the following :  $6 \times 2 = 12$

- (a) Describe the different steps involved in a research process.
- (b) Explain in detail, the different methods of data collection in research.
- (c) What are the guidelines a researcher must follow for graphical presentation of the research results? Explain different types of graphs can be used to present your research findings.
- (d) What is data analysis? Explain the important issues involved in carrying out a data analysis.

### SECTION – C

3. Attempt all questions. Attempt any two parts from each question :  $8 \times 5 = 40$



- (a) Define research design. What are the factors affecting the research design?
  - (b) Explain the importance and need of research in hospitality business in India.
  - (c) Differentiate between Qualitative and Descriptive research design.
4. (a) Describe the different sampling methods used in research.
- (b) How can be secondary data classified. Elaborate on each type with suitable examples.
- (c) 'Hypothesis are guiding force in any research study'. Justify and explain.
5. (a) Explain the various sections to be considered while writing a good research report.
- (b) What are the precautions to be taken while writing a research report?
- (c) What are the guidelines for effectively presenting the research results through oral presentation? How can a researcher make his presentation more effective?



6. (a) Explain the points to be considered while drafting conclusion and recommendation for research report.
- (b) Write down the ways to write appropriate finding of the research.
- (c) What are the elements of data analysis? Explain in detail.

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