PG Even Semester Exam, May 2025

Hospitality & Tourism Management

2nd Semester

COURSE NO. HTM-552

[Research Methodology in Hospitality and Tourism]

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer all questions,

1. a. Define Research Methodology and explain its significance in Hospitality & Tourism Industry. 2+6+6=14

   b. What are the key characteristics of Research?

Or

2. a. Explain the research process and describe the major steps involved in conducting a study.

   b. What is sampling in research? 10+4=14

3. Distinguish between probability and non-probability sampling designs, providing examples of each. 14

Or

Turn over

4. What are scales in research? Compare and contrast nominal, ordinal, interval and ratio scales of measurement with examples. 2+12=14

5. What do you understand by data processing? What are the various steps in data processing? Discuss. 14

Or

6. What do you understand by measures of central tendency? Explain Mean, Mode and Median with examples. 2+4+4+4=14

7. Calculate the following: 2+4+5+3=14

   a. Range:

      10, 20, 30, 40, 50

   b. Variance:

      10, 20, 30

   c. Standard Deviation:

      10, 20, 30

   d. Interquartile Range (TQR):

      10, 20, 30, 40, 50

Or

8. Write a note on errors in Hypothesis testing: 10+4=14

   i. Types of errors with examples.

   ii. How to balance Type I and Type II errors.

9. Write in detail on the following: 6+8=14

   a. Characteristics of a Good Report

   b. Steps in Report writing.

Or

10. a. What is Chi-Square Test (χ^2)? 4

    b. Using goodness of fail, solve the following: 10

    A dice is rolled 60 times and the observed frequencies of outcomes are { 10, 12, 8, 10, 14, 6 } in the dice fair?

★★★

2025/SEM/EVEN/10/29/HTM-552/321