

G 8483



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Reg. No.....

Name.....

**BACHELOR OF HOTEL MANAGEMENT DEGREE  
EXAMINATION, JANUARY 2026**

**Fifth Semester**

**RESEARCH PROJECT : DESIGN AND METHODOLOGY**

(2017–2019 Admissions – Supplementary/2014–2016 Admissions – Mercy Chance)

Time : Three Hours

Maximum Marks : 80

**Section A**

*Answer **all** questions.  
Each question carries 1 mark.*

Write short notes on the following :—

- |                             |                           |
|-----------------------------|---------------------------|
| 1. Research.                | 2. Fact and theory.       |
| 3. Hypothesis.              | 4. Literature survey.     |
| 5. Rating scales.           | 6. Summated rating scale. |
| 7. Suitability of the data. | 8. Continuity of data.    |
| 9. Chapterisation.          | 10. Headings.             |

(10 × 1 = 10)

**Section B**

*Answer any **eight** questions.  
Each question carries 2 marks.*

11. What is the advantages of historical approach to research ?
12. What is experimental approach to research ?
13. Describe the features of an evaluate research design.
14. State the importance concepts relating to research design.
15. Define random sampling.
16. What is biased errors ?
17. What is a snowball sampling ?
18. What is non-random sampling ?
19. What are rating scales ?
20. What is meant by interpretation in research ?

**Turn over**





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21. What do you understand by report writing ?
22. What is the need for summary and conclusion in the research reports ?

(8 × 2 = 16)

### Section C

*Answer any **six** questions.  
Each question carries 4 marks.*

23. Briefly examine the stages involved in formation of a research project.
24. Illustrate the issues involved in identifying a research problem.
25. Discuss the various types of research design.
26. Distinguish between Systematic sampling and Random sampling.
27. State and explain the importance of random sampling.
28. Distinguish between Primary and Secondary data.
29. Distinguish between Structured and Unstructured questionnaire.
30. Account for the major steps followed in planning a research project.
31. Describe the importance of review of literature in thesis writing.

(6 × 4 = 24)

### Section D

*Answer any **two** questions.  
Each question carries 15 marks.*

32. Explain the points to be considered in the process of identifying a research problem.
33. Discuss the scaling techniques and their significance in research projects.
34. Explain in detail about Likert scaling and Thurstone's scaling technique.
35. Discuss the merits and limitations of primary data.

(2 × 15 = 30)

