

**A-0937**

**Total Pages : 3**

**Roll No. ....**

**BHM-503T**

**Researching for Hospitality and Tourism  
Management**

**Examination 2026 (Feb.)**

**Time: 02:00 hrs**

**Max. Marks: 35**

Note : This paper is of Thirty Five (35) marks divided in to two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

**Section-“A”**

**(Long Answer - type Questions)**

Note:- Section ‘A’ contains Five (05) long-answer-type questions of Nine and Half (9½) marks each.

Learners are required to answer any two (02) questions only.

**(2x9½=19)**

**P.T.O**

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1. Explain the meaning, definition, characteristics and types of research. How is research useful in the hospitality and tourism industry?
2. What is research design? Discuss its meaning, characteristics and steps involved in preparing a research design.
3. Define sampling. Explain the aims of sampling and different types of sample designs used in research.
4. Explain data collection. Discuss the types of data and various methods of collecting primary data.
5. What is a research report? Explain the types of research reports and the steps involved in writing a good research report.

### **Section-“B”**

#### **(Short -answer - type questions)**

**Note:- Section ‘B’ contains eight (08) short-answer type questions of Four (04) marks each. Learners are required to answer any Four (04) questions only.**

**(4x4=16)**

1. Explain the meaning of hypothesis. Why is hypothesis important in research?

2. What is sampling? State the objectives of sampling in research.
3. Define sampling design. Name any two types of sampling designs.
4. What is primary data? Give examples of primary data collection methods used in hospitality research.
5. What the secondary data? Mention the main sources of secondary data.
6. Explain the questionnaire method of data collection. State its advantages.
7. Define hospitality laws. Why should hotel managers have basic knowledge of these laws?
8. What are public health and safety laws? Explain their importance in hotel and restaurant operations.

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