

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Hospitality Semester End Examination (SEE), June 2023 [Program:] [Semester: II& IV] [Batch:]				
Course Title: Researching For Hospitality And Tourism Management			Max Marks: 100	
Course Code: BSCH2032 / BSCH2022			Time:3 Hrs.	
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	Explain the features of a good research study.	K2	CO1	5
2.	Compare the primary and secondary type of data with the help of suitable examples.	K2	CO2	5
3.	Compare sampling and non-sampling errors with the help of suitable examples.	K2	CO3	5
SECTION-B (40 Marks)		10 Marks each		
4.	Explain the various bivariate data analysis techniques with appropriate example.	K2	CO4	10
5.	Make use of suitable examples to explain the guidelines for effective report writing.	K3/K 4	CO5	10
6.	A sample of 16 graduating engineering students of a college was taken and the information was obtained on their starting salary. The mean monthly starting salary was found to be Rs.30,200 with a standard deviation of Rs.960. The past data on the starting salary has given a mean value of Rs.30,000. Using a 5 per cent level of significance, can we conclude that the average starting salary is different from Rs. 30,000? (Table value at 5 percent level = 2.131)	K3/K 4	CO4	10
7.	Explain the various types under non-probability sampling design. OR A consumer electronics company wants to determine the job satisfaction level of its employees. For this, they ask a simple question, 'Are you satisfied with your job?' It was estimated that no more than 30 per cent of the employees would answer yes. What should be the sample size for this company to estimate the population proportion to ensure a 95 per cent confidence in result, and to be within 0.04 of the true population proportion? (95 per cent confidence $\Rightarrow Z = 1.96$)	K3/K 4	CO3	10
SECTION-C (45 Marks)		15 Marks each		
8.	a.) Two random samples drawn from two normal populations are: Sample1 20, 16, 26, 27, 23, 22, 18, 24, 25, 19 Sample2 27, 33, 42, 35, 32, 34, 38, 28, 41, 43, 30, 37 Test using variance ratio at 5 per cent level of significance whether the two populations have the same variances. (Table values of F at 5 percent level = 3.11) b). Distinguish between type I and type II error with the help of an example.	K3/K 4	CO4	15

9.	Explain the research process with suitable examples. Also explain the features of a good research.	K5	CO1	15
10	<p>Explain the interview method of data collection. What are the advancements that have been made in the technique? How has technology helped in the conduction of interviews?</p> <p style="text-align: center;">OR</p> <p>Discuss with the help of examples the four key levels of measurement. .Discuss Liker scale with the help of suitable example.</p>	K5	CO2	15