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**School of Hospitality**

**Bachelor of Business Administration in Tourism and Travel  
Mid Term Examination - Mar 2024**

**Duration : 90 Minutes  
Max Marks : 50**

**Sem VI - I1UA606C - Research Project in Travel and Tourism**General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What is a hypothesis? K2 (2)
- 2) What is research methodology? K1 (3)
- 3) What is research design? K2 (4)
- 4) What are data collection methods in research? K2 (6)
- 5) How do researchers address limitations and biases in research methodology? K3 (6)
- 6) Discuss the role of reflexivity in qualitative data analysis. K3 (9)
- 7) What is the motivation behind conducting research, and why is it important to establish clear objectives? K4 (8)
- 8) Explain the types of research: descriptive vs. analytical, applied vs. fundamental, quantitative vs. qualitative, and conceptual vs. empirical. Provide examples for each type. K4 (12)

**OR**

- Examine the merits and limitations of the observation method in collecting data. Illustrate your answer with suitable examples. K4 (12)