

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2015-2016

COURSE : 2nd Semester of M.Sc. in HA
SUBJECT : Mentorship & Research Project (Research Methodology)
TIME ALLOWED : 02 Hours MAX. MARKS: 25

(Each Question carries 05 marks. **SECTION B is compulsory.**)

SECTION-A

Q.1. Enumerate the term Research. Discuss various types of research.

OR

In a research study, what are the sources of primary and secondary data?

(5)

Q.2. What is hypothesis? Elaborate on **seven** steps involved in conducting a hypothesis.

OR

Elaborate the statement "Designing a questionnaire is very sensitive".

(5)

Q.3. Differentiate between Parametric and Non-Parametric tests.

OR

Discuss Chi square test. When it is applied? Discuss with example.

(5)

Q.4. Discuss report writing. Enlist the various parts of a formal report.

OR

Elaborate the statement "Consumer Research is a key for marketing strategy".

(5)

SECTION-B

Q.5. A 5-star hotel Regal has been doing very well for a decade. Recently, another hotel President has come next to Regal of same category. Lot of clients are shifting to hotel President and hence hotel Regal is worried and wants to conduct a study and investigate the problem. Develop a questionnaire for hotel Regal. Also suggest statistical tools that can be employed to come to a conclusion and give remedial action.

(5)
