

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BBA IN HOTEL AND TOURISM OPERATION**  
**EXAMINATION: NOVEMBER – 2023**  
**FOURTH SEMESTER**

**Subject : - Research Methodology-II (TS/HO-514415)**

---

**Date: 29/11/2023**

**Total Marks: 30**

**Time: 2.00 pm to 3.30 pm**

---

**Instructions:** 1) Each question carries equal marks.  
2) Attempt any 03 questions

- Q. 1** Explain in detail merits and demerits of using Primary Data in a Research. **(10)**
- Q. 2** Define **(10)**
- 1) Research Hypothesis.
  - 2) AMA referencing Style.
  - 3) Ethnology.
  - 4) Objective in a research
- Q. 3** Write 5 differences based on characteristics of Primary and Secondary Data. **(10)**
- Q. 4** What is referencing in Research? When is it done? Are there any benefits of doing referencing? **(10)**
- Q.5** What do you mean by a SMART objective? Do objectives define research? Discuss. **(10)**
-