

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOTEL AND TOURISM OPERATION
EXAMINATION: MAY 2024
FOURTH SEMESTER

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

Date: 21/05/2024

Total Marks: 30

Time: 10.00 am to 11.30 am

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

- Q. 1** Explain what would you do in the following cases? **(10)**
A) Referencing multiple sources by the same author published in the same year.
B) Two or more sources to be referred at the same time.
C) Refer to the idea of one author written in some other author's work.
D) To refer to a literature with more than three authors.
- Q. 2** Differentiate between aims and objectives. What are qualities of research objectives? **(10)**
- Q. 3** Define Primary and Secondary Data. State 3 merits and demerits each of both. **(10)**
- Q. 4** What is the role of hypothesis in research? What is the purpose and characteristics of good hypothesis? **(10)**
- Q.5** Write short notes on: **(10)**
A) What are the benefits of referencing and when is referencing done?
B) What are the benefits of Good Data Quality?
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