

NATIONAL COUNCIL FOR HOTEL MANAGEMENT AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2025-2026

COURSE : 3rd Semester of 2-year M.Sc. (Hospitality Administration) Program
SUBJECT : Research Methodology
TIME ALLOWED : 03 Hours MAX. MARKS: 60

(Marks allotted to each question are given in brackets)

SECTION – A

- Q.1. Write short notes on **(Attempt any five questions)** **(3x5=15)**
- a) Objectives of Research
 - b) Task of defining a research problem
 - c) Types of research
 - d) Hypothesis
 - e) Techniques of data collection
 - f) Research design
 - g) Scales of measuring stimuli
 - h) Criteria of a good research
 - i) Sampling frame
 - j) Steps in preparation of report

SECTION – B

Attempt all questions **(6x5=30)**

- Q.2. Explain the key differences between qualitative and quantitative research, highlighting their essence and suitable areas of applications.
- OR**
- Explain the steps involved in research process from selecting a research topic to reporting the findings.
- Q.3. The procedure of testing hypothesis requires a researcher to adopt several steps. Describe in brief all such steps.
- OR**
- Distinguish between null hypothesis and alternate hypothesis.
- Q.4. Explain the concept of statistical significance in quantitative research. How is it determined and why it is important?
- OR**
- What is the difference between primary and secondary data sources in research? Provide examples of each.
- Q.5. Write a brief essay on statistical estimation.
- OR**
- What is random sampling? What are the types of random sampling? Explain them with examples.
- Q.6. What is the meaning of measurement in research? What difference does it make whether we measure in terms of normal, ordinal, interval or ratio scale?
- OR**
- Examine the process of data analysis in research. How do researchers, code, analyze & interpret data effectively?

SECTION – C

Attempt all questions **(15x1=15)**

- Q.7. What are the various approaches to study the research problem? Examine the formation of objectives and brief on the role of literature review in formulating a research problem.
- OR**
- A hospitality chain wants to study the impact of introducing eco-friendly practices (such as zero plastic usage, energy-efficient lighting, and waste management) on customer satisfaction and brand loyalty. The management expects evidence based insights before rolling out this initiative across all properties. Discuss how you would formulate the problem, conduct literature review, develop hypothesis, design the research, determine sample design, collect and analyze data, test hypothesis, and finally generalize the findings for report preparation.

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ACADEMIC YEAR – 2025-2026

COURSE : 3rd Semester of 2-year M.Sc. (Hospitality Administration) Program
SUBJECT : Research Ethics & Publication
TIME ALLOWED : 03 Hours MAX. MARKS: 60

(Marks allotted to each question are given in brackets)

SECTION – A

- Q.1. Write short notes on **(Attempt any five questions)** **(3x5=15)**
- a) Informed consent in research
 - b) Plagiarism
 - c) Conflict of interest
 - d) Peer review in research publication
 - e) Authorship in research publication
 - f) Research misconduct
 - g) Philosophy
 - h) Citation database
 - i) Research metrics
 - j) i-10 index citation metrics

SECTION – B

Attempt all questions **(6x5=30)**

- Q.2. Explain the various branches of philosophy.
OR
What is the concept of ethical research? Enlist the ways in conducting ethical scientific research?
- Q.3. What is citation? Describe the importance of citation.
OR
Describe the term 'research ethics'.
- Q.4. What are the types of authorship in research work?
OR
What are the reasons for committing scientific misconduct?
- Q.5. Define scientific misconduct. What are the types of scientific misconduct?
OR
Why should researchers avoid predatory journals?
- Q.6. What is the difference between the h-index and g-index citation metric?
OR
Explain the four tier system put in place by UGC to curb plagiarism.

SECTION – C

Attempt all questions **(15x1=15)**

- Q.7. A reputed university is planning to develop an online learning platform that provides free access to study materials for students worldwide. The project team is debating whether to use Open Educational Resources (OER) and how to apply an open license to ensure global accessibility. However, some faculty members are concerned about protecting intellectual property and maintaining academic quality.
Discuss the concept of OER and the significance of open licenses in this context. Critically analyse the benefits and challenges of adopting open access publishing for this university.

OR

A research scholar has recently submitted a paper in an open access journal. During the review process, it was discovered that parts of the data were fabricated and some content was plagiarized from earlier publications. The journal's editorial board must now decide how to handle the case using available software tools and ethical guidelines.

Identify the types of publication misconduct in this case, with suitable justification. Explain how Fabrication, Falsification, and Plagiarism (FFP) can impact academic credibility across disciplines, suggesting the role of software tools in detecting and preventing such misconduct in open access publishing.

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ACADEMIC YEAR – 2025-2026

COURSE	:	3 rd Semester of 2-year M.Sc. (Hospitality Administration) Program	
SUBJECT	:	Data Collection, Analysis & Decision Making	
TIME ALLOWED	:	03 Hours	MAX. MARKS: 60

(Marks allotted to each question are given in brackets)

SECTION – A

- Q.1. Write short notes on **(Attempt any five questions)** **(3x5=15)**
- a) Stratified Sampling
 - b) Cluster Sampling
 - c) Bivariate Analysis
 - d) T-test
 - e) Histogram
 - f) Type II error
 - g) Chi-square test
 - h) Anov a
 - i) Systematic Sampling
 - j) Simple Random Sampling

SECTION – B

Attempt all questions **(6x5=30)**

- Q.2. What are the implications of data driven decision on key performance indicators.
OR
 What are the key attributes of actionable data insight.
- Q.3. Explain the difference between sampling error and non-sampling error with examples?
OR
 Explain the difference between sample survey & census survey.
- Q.4. Identify at least six reasons as to why data driven decision making is important.
OR
 What are the advantages and disadvantages of sampling?
- Q.5. A survey was conducted on 10 employees regarding the number of hours they work per day. The data collected is as follows:
 6, 7, 8, 9, 7, 8, 10, 6, 9, 8
 a) Calculate the standard deviation of the data.
 b) Based on the result, comment on the randomness or uncertainty in the working hours of employees.
OR
 Explain the difference between univariate and bivariate analysis with suitable examples. How are these analyses useful in summarizing and describing a collection of data?
- Q.6. A survey was conducted among primary school students and were asked about how much time they spend on tuition and how much time on self-study. It was found that 90 students take tuition for 1 hr to 1.5 hr. The distribution of students according to time they take tuition in 30% take tuition for 1.5 hr to 2 hr, 20% take tuition for 1 hr to 1.5 hr, 50% did not take tuition at all.
 a) How many students do self-study?
 b) How many students take tuition for more than 1.5 hr?
 c) For how much time does 90 students take tuition (range)?
OR
 Find the mean, median, range of the following distribution:
 10, 75, 3, 81, 17, 27, 4, 48, 12, 47, 9, 15

SECTION – C**Attempt all questions****(15x1=15)**

- Q.7. a) What is meant by the term hypothesis and a test of hypothesis?
b) Describe the various steps involved in testing of hypothesis.
c) What is the role of standard error in testing of hypothesis?

OR

To test the significance of variation in the retail prices of a commodity in three principal cities Mumbai, Kolkata and Bangalore, four shops were chosen at random in each city and the prices who lack confidence in their mathematical ability observed in rupees (Rs.) are as follows:

Mumbai:	16	08	12	14
Kolkata:	14	10	10	06
Bangalore:	04	10	08	08

Do the data indicate that the prices in the three cities are significantly different? (Table value $F_{0.05(2,9)} = 4.26$)

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ACADEMIC YEAR – 2025-2026

COURSE : 3rd Semester of 2-year M.Sc. (Hospitality Administration) Program
 SUBJECT : Writing Literature Review
 TIME ALLOWED : 03 Hours MAX. MARKS: 60

(Marks allotted to each question are given in brackets)

SECTION – A

- Q.1. Write short notes on **(Attempt any five questions)** **(3x5=15)**
- a) Purpose of the review process in academic journals
 - b) Importance of ethical guidelines in publishing
 - c) Main function of zotero
 - d) What is the difference between a traditional literature review and a systematic literature review?
 - e) Why are systematic literature review important for organizations?
 - f) What should researches consider when identifying a research topic?
 - g) Key components of a reference page
 - h) How do you format in-text citations for a work by one another in APA style?
 - i) Importance of publishing in the academic community
 - j) Key components to include when constructing a literature review

SECTION – B

Attempt all questions **(6x5=30)**

- Q.2. How does the review process work in academic journals?
OR
 What ethical guidelines should researchers follow when publishing?
- Q.3. What are the key online features of zotero?
OR
 What distinguishes traditional literature review from systematic literature review?
- Q.4. Why systematic literature reviews are important for organizations?
OR
 What factors should researchers consider when identifying a research topic?
- Q.5. What are the basics of formatting cited material?
OR
 How should in-text citations be formatted in APA style?
- Q.6. Explain the different types of sources used in academic writing with suitable examples.
OR
 What key components should be included in a reference page?

SECTION – C

Attempt all questions **(15x1=15)**

- Q.7. Discuss the significance of the review process in academic journals and the ethical guidelines that govern it.
OR
 Priya, a student of MSc–HA, is preparing her research paper on “Sustainable Practices in Modern Hospitality Operations.” During her research, she refers to several journal articles, online reports, and government publications. While compiling her draft, she copies a few sentences directly from a journal without quotation marks, summarizes a report using her own words, and paraphrases some sections from a book but forgets to include

citations within the text. She also plans to include a long quote (more than 50 words) from an industry white paper and a few short quotations from interviews conducted with hotel managers.

Later, when her supervisor reviews the draft, he highlights the lack of consistency in citation style, unclear introduction of quoted materials, and missing differentiation between paraphrased and directly quoted text.

- a) Identify and explain the major documentation and citation errors in Riya's draft.
- b) Explain how Riya should effectively introduce cited material and differentiate between short and long quotations in her paper.
- c) Illustrate with examples how Riya could summarize and paraphrase the source material appropriately, ensuring proper citation format.
