

## RESEARCH METHODOLOGY

1. What is a research hypothesis ?
  - (a) A statement of fact
  - (b) A testable prediction
  - (c) A conclusion drawn from data
  - (d) A research tool
2. Which of the following is *not* a type of research design ?
  - (a) Exploratory
  - (b) Descriptive
  - (c) Conclusive
  - (d) Narrative
3. What is the primary goal of exploratory research ?
  - (a) To gain insights and explore ideas
  - (b) To test hypotheses
  - (c) To confirm existing theories
  - (d) To collect quantitative data
4. Which of the following is a characteristic of qualitative research ?
  - (a) Seeks to understand meanings and experiences
  - (b) Focuses on numerical data
  - (c) Uses random sampling exclusively
  - (d) Involves statistical analysis

5. In research, what does 'sampling' refer to ?
- (a) Choosing a research question
  - (b) Selecting a subset of a population
  - (c) Analyzing data
  - (d) Formulating a hypothesis
6. What is the main purpose of a literature review in research ?
- (a) To gather data
  - (b) To summarize findings
  - (c) To identify gaps and justify research
  - (d) To formulate hypotheses
7. Which of the following is a potential source of error in research designs ?
- (a) Bias
  - (b) Control groups
  - (c) Random sampling
  - (d) Variable manipulation
8. What role do variables play in research ?
- (a) They are fixed elements
  - (b) They represent measurable traits or characteristics
  - (c) They are irrelevant to research
  - (d) They only exist in qualitative studies
9. Which of the following research designs focuses on establishing cause-and-effect relationships ?
- (a) Descriptive
  - (b) Exploratory
  - (c) Causal
  - (d) Historical

10. Which term describes the ethical obligation to report findings truthfully ?
- (a) Scientific misconduct
  - (b) Research integrity
  - (c) Intellectual honesty
  - (d) Conflicts of interest
11. What is the role of propositions in theory building ?
- (a) They serve as standalone theories
  - (b) They are relationships that can be tested
  - (c) They are irrelevant to research
  - (d) They only exist in qualitative studies
12. What distinguishes conclusive research from exploratory research ?
- (a) It uses qualitative methods
  - (b) It aims to provide final answers
  - (c) It is less structured
  - (d) It only involves surveys
13. Which of the following is a key principle of research ethics ?
- (a) Fabrication of data
  - (b) Plagiarism
  - (c) Informed consent
  - (d) Ignoring conflicts of interest
14. In which of the following is the 'impact factor' primarily used ?
- (a) Qualitative Research
  - (b) Descriptive Research
  - (c) Experimental Research
  - (d) Academic Publishing

15. Which of the following describes 'falsification' in research misconduct ?
- (a) Copying someone else's work
  - (b) Misrepresenting research data
  - (c) Making false claims about authorship
  - (d) Not citing sources
16. What is the primary focus of descriptive research ?
- (a) To find cause-and-effect relationships
  - (b) To provide a detailed account of a phenomenon
  - (c) To explore new areas of study
  - (d) To test hypotheses
17. Which research method is typically used for gathering qualitative data ?
- (a) Surveys
  - (b) Experiments
  - (c) Interviews
  - (d) Case studies
18. Which of the following is a criterion for evaluating research sources ?
- (a) Popularity
  - (b) Author's age
  - (c) Length
  - (d) Relevance
19. What does ICT stand for in the context of research ?
- (a) Information and Communication Technology
  - (b) Information Collection Techniques
  - (c) Integrated Communication Tools
  - (d) International Collaborative Teams

20. In which stage of the research process are objectives formulated ?
- (a) Data collection
  - (b) Literature review
  - (c) Research design
  - (d) Analysis
21. What is the significance of referencing in research ?
- (a) To embellish the paper
  - (b) To acknowledge sources and avoid plagiarism
  - (c) To make the paper longer
  - (d) To confuse readers
22. What type of error occurs when a researcher fails to control for extraneous variables ?
- (a) Systematic error
  - (b) Random error
  - (c) Measurement error
  - (d) Sampling error
23. Which type of sampling involves selecting participants based on specific characteristics ?
- (a) Random sampling
  - (b) Convenience sampling
  - (c) Stratified sampling
  - (d) Purposive sampling
24. What is the primary aim of causal research ?
- (a) To explore relationships
  - (b) To describe phenomena
  - (c) To establish a cause-effect relationship
  - (d) To gather qualitative data

25. Which of the following describes the term 'plagiarism' ?
- (a) Collaborating without acknowledgement
  - (b) Falsifying data
  - (c) Using someone else's work without credit
  - (d) Misrepresenting findings
26. What is one of the main objectives of conclusive research ?
- (a) To provide conclusive evidence
  - (b) To explore ideas
  - (c) To generate new theories
  - (d) To gather exploratory data
27. What type of research focuses on events that have already occurred ?
- (a) Historical
  - (b) Experimental
  - (c) Descriptive
  - (d) Exploratory
28. Which of the following best describes 'scientific misconduct' ?
- (a) Ethical research practices
  - (b) Ignoring conflicts of interest
  - (c) Any violation of ethical standards in research
  - (d) Thorough data analysis
29. What does qualitative data typically consist of ?
- (a) Numbers and statistics
  - (b) Experimental results
  - (c) Graphs and charts
  - (d) Text, interviews, and observations

- 30.** Which of the following is an example of a secondary data source ?
- (a) A survey conducted by the researcher
  - (b) A laboratory experiment
  - (c) Interviews conducted by the researcher
  - (d) Government statistics
- 31.** In research, what is a 'theory' ?
- (a) A guess
  - (b) A proven fact
  - (c) A systematic explanation of phenomena
  - (d) An anecdotal observation
- 32.** Which of the following is an essential aspect of research integrity ?
- (a) Avoiding all criticism
  - (b) Ignoring dissenting opinions
  - (c) Acknowledging contributions of others
  - (d) Overstating the significance of findings
- 33.** Which referencing style is most commonly used in social sciences ?
- (a) APA
  - (b) MLA
  - (c) Chicago
  - (d) Harvard
- 34.** What is an impact factor ?
- (a) A measure of a journal's quality
  - (b) A tool for qualitative research
  - (c) A statistical method for data analysis
  - (d) A type of sampling technique

- 35.** What is the rationale for using qualitative research ?
- (a) To quantify results
  - (b) To understand complex behaviors and social phenomena
  - (c) To conduct experiments
  - (d) To gather numerical data only
- 36.** Which of the following terms refers to an error that occurs due to chance ?
- (a) Systematic error
  - (b) Sampling error
  - (c) Measurement error
  - (d) Random error
- 37.** What is the role of indexing and citation databases in research ?
- (a) To limit access to research
  - (b) To promote unethical research
  - (c) To track and evaluate research outputs
  - (d) To confuse researchers
- 38.** In qualitative research, what is a common method of data collection ?
- (a) Randomized controlled trials
  - (b) Surveys with closed questions
  - (c) Focus groups
  - (d) Statistical analysis
- 39.** What does the term 'conflicts of interest' refer to in research ?
- (a) When researchers are unbiased
  - (b) When personal interests affect research integrity
  - (c) When researchers work collaboratively
  - (d) When data is misinterpreted



40. Which of the following is a key component of ethical research conduct ?
- (a) Ignoring ethical guidelines
  - (b) Transparency in data reporting
  - (c) Misrepresenting authorship
  - (d) Fabricating data
41. What is the focus of historical research ?
- (a) Present data analysis
  - (b) Future predictions
  - (c) Understanding past events
  - (d) Causal relationships
42. In research, what does 'data interpretation' involve ?
- (a) Collecting new data
  - (b) Analyzing and making sense of data
  - (c) Conducting interviews
  - (d) Writing the research proposal
43. Which of the following best describes 'data triangulation' ?
- (a) Using multiple methods or data sources to enhance credibility
  - (b) Collecting data from a single source
  - (c) Focusing solely on quantitative data
  - (d) Analyzing data without context
44. What is one of the main functions of a research design ?
- (a) To gather irrelevant data
  - (b) To outline the research approach
  - (c) To ignore ethical considerations
  - (d) To present data without analysis

45. What does it mean to 'fabricate' data in research ?
- (a) To collect data ethically
  - (b) To summarize findings accurately
  - (c) To analyze data thoroughly
  - (d) To create false data or results
46. What is a common tool used for qualitative data analysis ?
- (a) SPSS
  - (b) NVivo
  - (c) Excel
  - (d) R
47. Which of the following research methods is most suitable for studying small, specific groups ?
- (a) Surveys
  - (b) Experiments
  - (c) Case studies
  - (d) Longitudinal studies
48. What is the purpose of publication ethics ?
- (a) To ensure fair and honest reporting in research
  - (b) To promote unethical practices
  - (c) To prioritize personal gain
  - (d) To limit research collaboration
49. Which of the following represents a qualitative data analysis method ?
- (a) Correlation analysis
  - (b) ANOVA
  - (c) Regression analysis
  - (d) Thematic analysis
50. What role does ICT play in modern research ?
- (a) It complicates the research process
  - (b) It has no impact on research
  - (c) It limits access to research findings
  - (d) It facilitates data collection and analysis

## **HOTEL MANAGEMENT**

- 51.** What is the primary goal of the hospitality industry ?
- (a) To generate maximum profits
  - (b) To provide exceptional customer service
  - (c) To promote tourism
  - (d) To manage events
- 52.** In the context of hospitality, what does "room service" typically entail ?
- (a) Guests ordering food and drinks to be delivered to their room
  - (b) Cleaning guest rooms
  - (c) Providing laundry services
  - (d) Offering spa treatments
- 53.** Which of the following is considered the first hotel established in India ?
- (a) The Taj Mahal Palace Hotel
  - (b) The Ashok Hotel
  - (c) The Oberoi Grand
  - (d) The Grand Hotel, Calcutta

- 54.** The establishment of the Indian Tourism Development Corporation (ITDC) in 1966 aimed to :
- (a) Manage international hotels exclusively
  - (b) Promote and develop tourism and hospitality infrastructure
  - (c) Regulate hotel pricing
  - (d) Focus solely on luxury travel
- 55.** Which of the following is considered a luxury accommodation type in India ?
- (a) Dormitory
  - (b) Budget hotel
  - (c) Heritage hotel
  - (d) Guesthouse
- 56.** Which organization is primarily responsible for the classification and gradation of hotels in India ?
- (a) Indian Association of Tour Operators (IATO)
  - (b) Federation of Hotel and Restaurant Associations of India (FHRAI)
  - (c) Hotel and Restaurant Association of Western India (HRAWI)
  - (d) Ministry of Tourism

**57.** What does a "five-star" classification indicate about a hotel in India ?

- (a) Basic amenities and services
- (b) High quality, luxury accommodations, and extensive services
- (c) Limited services and budget-friendly options
- (d) Focus on catering to business travellers only

**58.** What technology trend has reshaped the hospitality industry in India in the 21st century ?

- (a) Adoption of online booking platforms and mobile apps
- (b) Use of manual booking systems
- (c) Decreased internet usage
- (d) Reliance on traditional marketing methods

**59.** Which hotel chain in India is known for providing budget accommodations and is part of a larger hospitality group ?

- (a) Taj Group
- (b) Oberoi Hotels
- (c) Oyo Rooms
- (d) Crowne Plaza

- 60.** Which of the following is a prominent association representing the interests of the hospitality industry in India ?
- (a) Indian Association of Tour Operators (IATO)
  - (b) Federation of Hotel and Restaurant Associations of India (FHRAI)
  - (c) Travel Agents Association of India (TAAI)
  - (d) Association of Domestic Tour Operators of India (ADTOI)
- 61.** Which of the following is a common method of payment accepted at the front desk during check-out ?
- (1) Cash only
  - (2) Credit and debit cards
  - (3) Digital wallets
  - (4) Gift cards
- (a) (1) only
  - (b) (1), (2) and (3)
  - (c) (1) and (3)
  - (d) (1), (3) and (4)
- 62.** What is the primary responsibility of the front office in a hotel ?
- (a) Guest reservations and check-in/check-out
  - (b) Food and beverage management
  - (c) Housekeeping operations
  - (d) Event planning and management

63. What is the first step in the check-in process for a guest at a hotel ?
- (a) Payment processing
  - (b) Room assignment
  - (c) Gathering guest information and identification
  - (d) Issuing room keys
64. Which of the following is a common practice for handling luggage during check-in and check-out ?
- (a) Guests are not allowed to bring their luggage to the lobby.
  - (b) Luggage is stored in the guest's room until check-out.
  - (c) Guests must carry their own luggage at all times.
  - (d) The hotel provides a luggage assistance service for guests.
65. Which of the following is a common responsibility of front desk staff regarding security ?
- (a) Performing room cleaning
  - (b) Monitoring CCTV footage
  - (c) Conducting fire drills
  - (d) Managing the hotel's restaurant

66. Which of the following practices is commonly used by hotels to enhance guest loyalty ?
- (a) Offering loyalty programs and rewards for repeat stays
  - (b) Increasing room rates for returning guests
  - (c) Providing limited services to frequent guests
  - (d) Charging for additional amenities
67. How should front desk staff handle a guest complaint effectively ?
- (a) Ignore the complaint and move on
  - (b) Transfer the guest to another department immediately
  - (c) Blame the hotel policy
  - (d) Listen attentively, empathize, and offer a solution
68. Which of the following would *not* typically appear on a guest's final bill at check-out ?
- (a) Room rate
  - (b) Room service charges
  - (c) Guest's social media profiles
  - (d) Taxes and fees
69. How can hotels ensure transparency in their billing process ?
- (a) By providing a detailed breakdown of all charges upon request
  - (b) By hiding charges until check-out
  - (c) By using complex billing terms
  - (d) By only providing a summary of charges



70. Which of the following technologies allows front desk staff to provide guests with quick access to their room keys ?
- (a) Key cards and electronic locks
  - (b) Manual key duplication
  - (c) Traditional metal keys only
  - (d) Paper-based room assignments
71. What is the primary responsibility of the housekeeping department in a hotel ?
- (a) Managing front desk operations
  - (b) Overseeing food and beverage service
  - (c) Maintaining cleanliness and orderliness of guest rooms and public areas
  - (d) Handling guest reservations
72. What is a key responsibility of a room attendant ?
- (a) Preparing meals for guests
  - (b) Ensuring the security of hotel property
  - (c) Cleaning and maintaining guest rooms and ensuring they are stocked with amenities
  - (d) Managing the hotel's marketing campaigns

73. What is a common procedure for cleaning and sanitizing bathrooms in hotel rooms ?
- (a) Only replacing towels
  - (b) Scrubbing all surfaces, including sinks, toilets, and showers, using disinfectants
  - (c) Spraying air freshener
  - (d) Only cleaning the mirror
74. What type of linen is primarily used for covering beds in hotel rooms ?
- (a) Bed sheets
  - (b) Tablecloths
  - (c) Bath towels
  - (d) Napkins
75. What is a primary benefit of using a contract laundry service for hotels ?
- (a) Greater control over the laundry process
  - (b) Reduced operational costs and no need for equipment investment
  - (c) Ability to customize laundry services
  - (d) Immediate access to staff for laundry issues
76. What is the primary purpose of inventory control in a hotel ?
- (a) To manage staff schedules
  - (b) To handle marketing strategies
  - (c) To oversee guest reservations
  - (d) To ensure the availability of necessary supplies while minimizing costs

77. What is one benefit of incorporating local culture into hotel design ?
- (a) It can increase operational costs.
  - (b) It may confuse guests.
  - (c) It enhances the guest experience and sense of place.
  - (d) It limits the hotel's appeal to a broader audience
78. What is "green housekeeping" primarily focused on ?
- (a) Using more staff for cleaning
  - (b) Using less water for cleaning
  - (c) Increasing the number of cleaning supplies used
  - (d) Implementing eco-friendly cleaning products and practices
79. What is the first step in treating a stain on fabric ?
- (a) Identifying the type of stain
  - (b) Scrubbing vigorously
  - (c) Using bleach immediately
  - (d) Ignoring it
80. What is the first step a hotel staff member should take when an item is found ?
- (a) Keep it for personal use
  - (b) Ignore it
  - (c) Document the item and its location in the lost and found log
  - (d) Throw it away

- 81.** Which kitchen position is responsible for creating menus and controlling food costs ?
- (a) Sous Chef
  - (b) Executive Chef
  - (c) Pastry Chef
  - (d) Line Cook
- 82.** What does "mise en place" refer to in kitchen operations ?
- (a) The final presentation of a dish
  - (b) A cooking technique
  - (c) The preparation and organization of ingredients before cooking
  - (d) A type of cuisine
- 83.** Which of the following is an essential element of food safety in hotel kitchens ?
- (a) Ignoring expiration dates
  - (b) Using the same utensils for all food types
  - (c) Keeping raw and cooked foods separate
  - (d) Cooking food at low temperatures
- 84.** In food and beverage service, what does "a la carte" mean ?
- (a) A fixed-price menu
  - (b) A menu offering dishes that are ordered individually
  - (c) A buffet-style service
  - (d) A dessert-only menu

- 85.** What is the role of a sommelier in a hotel ?
- (a) To prepare desserts
  - (b) To oversee kitchen operations
  - (c) To manage the hotel's bar
  - (d) To provide wine recommendations and pairings to guests
- 86.** What is a common method used for cooking food in hotel kitchens ?
- (a) Sous vide, grilling, and baking
  - (b) Microwaving only
  - (c) Deep frying exclusively
  - (d) Only steaming
- 87.** What is the purpose of "trussing" poultry before cooking ?
- (a) To enhance flavor
  - (b) To reduce cooking time
  - (c) To maintain shape and ensure even cooking
  - (d) To add moisture
- 88.** Which of the following cuts is often used for braising due to its higher fat content ?
- (a) Sirloin
  - (b) Flank
  - (c) Chuck
  - (d) Tenderloin

89. What is a "filet" when referring to fish ?
- (a) A whole fish
  - (b) A thick cut of fish from the center
  - (c) A fried fish portion
  - (d) A boneless cut of fish
90. Which staff member is responsible for maintaining cleanliness and organization in the kitchen ?
- (a) Kitchen Steward
  - (b) Pastry Chef
  - (c) Head Chef
  - (d) Restaurant Manager
91. Which of the following is a non-alcoholic beverage often served at events ?
- (a) Sangria
  - (b) Mocktail
  - (c) Martini
  - (d) Margarita
92. Which of the following is a potential downside of the selling concept ?
- (a) It ignores customer needs.
  - (b) It creates stronger customer relationships.
  - (c) It focuses on market demand.
  - (d) It increases customer awareness.

93. In marketing terms, which of the following best defines a "product" ?
- (a) A physical item only
  - (b) Anything offered to a market to satisfy a need or want
  - (c) A service that has no tangible value
  - (d) An advertisement for a good
94. What is the primary difference between a "need" and a "want" in marketing ?
- (a) Needs are basic human requirements; wants are desires shaped by culture and personality.
  - (b) Needs are always more expensive than wants.
  - (c) Wants are more important than needs.
  - (d) Needs are only related to physical products.
95. What is a "Unique Selling Proposition" (USP) in hotel marketing ?
- (a) A special promotion offered to guests
  - (b) A seasonal menu in the hotel restaurant
  - (c) A type of discount for group bookings
  - (d) A feature that differentiates the hotel from competitors
96. In consumer buying behavior, what is "brand loyalty" ?
- (a) The tendency to buy the cheapest product available
  - (b) The willingness to switch brands frequently
  - (c) The preference for a specific brand over others
  - (d) The awareness of multiple brands without preference

97. In which stage of the product lifecycle do companies often invest heavily in marketing to create awareness ?
- (a) Growth
  - (b) Maturity
  - (c) Introduction
  - (d) Decline
98. What does "branding" primarily refer to ?
- (a) The practice of creating a unique name, design, or symbol for a product
  - (b) The process of manufacturing products
  - (c) The pricing strategy for a product
  - (d) The distribution channels used for a product
99. What role do Online Travel Agencies (OTAs) play in hotel marketing ?
- (a) They serve as direct competitors to hotels.
  - (b) They provide a platform for hotels to reach a wider audience and facilitate bookings.
  - (c) They primarily focus on offline marketing strategies.
  - (d) They only sell vacation packages, not hotel rooms.
100. Which skill is essential for effectively managing online reputation in the hotel industry ?
- (a) Financial analysis
  - (b) Inventory control
  - (c) Event planning
  - (d) Social media management