

Ph.D. IN TOURISM AND HOSPITALITY (Ph.D.)

Term-End Examination

December, 2014

**RTS-003 : RESEARCH METHODOLOGY IN
TOURISM AND HOSPITALITY**

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any four questions. All questions carry equal marks.*

1. Explain the characteristics of exploratory research with the help of suitable examples. 25
2. Differentiate between business research and research in physical sciences. Elaborate the significance of research in decision making in Tourism and Hospitality sector. 25
3. Explain "Research Design". What are the important concepts relating to Research Design ? 25
4. Examine the merits and limitations of the observation method in collecting data. Give examples. 25
5. What is non-parametric statistics ? When do we use non-parametric tests ? 25
6. What is Factor Analysis ? For what purpose it is used ? Elaborate Factor Loading in factor analysis. 25

7. Explain Probability and Non-probability sampling. Give examples. Which one would you prefer in Tourism Research ? Why ? 25
 8. "Discriminate use of average is very essential for sound statistical analysis." Why ? Explain with examples. 25
-