

Ph.D. IN TOURISM AND HOSPITALITY

Term-End Examination

00453

December, 2017

**RTS-103/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. What are the common types of errors encountered in defining a research problem ? What can be done to reduce the incidence of such errors ? Substantiate your answer with suitable examples. 25

2. Differentiate between Exploratory and Conclusive research. What are the major purposes for which exploratory and descriptive research is conducted ? Give suitable examples. 25

3. What are the advantages and disadvantages of secondary data ? Give suitable examples. 25

4. What are the primary differences between qualitative and quantitative research techniques ? Substantiate your answer with suitable examples. 25
 5. What do you understand by the term 'Measurement' ? What are the basic characteristics of a scale ? 25
 6. How would you determine whether a specific question should be included in a questionnaire ? What are the reasons that respondents are unable to answer the question asked ? 25
 7. "Because non-sampling errors are greater in magnitude than sampling errors, it really does not matter which sampling technique is used." Discuss this statement. 25
 8. What is the major difference between parametric and non-parametric tests ? Describe a general procedure for conducting a t-test. 25
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