

00500

Ph.D. IN TOURISM AND HOSPITALITY

Term-End Examination

June, 2016

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

Time : 3 hours

Maximum Marks : 100

- Note :** (i) *Attempt four questions in all.*
(ii) *All questions carry equal marks.*

1. What is tourism/hospitality research ? Illustrate and distinguish between qualitative research and descriptive research.
2. Explain various methods of data collection, which method is more suitable in case of empirical research. Illustrate with examples.
3. "Reliability is a vital component of a trustworthy statistical tests", justify with suitable examples.
4. Explain in detail different techniques involved in defining a tourism and hospitality research problem.
5. Why we need research hypothesis in a study ? Discuss the procedure for testing hypothesis in qualitative research.

6. What are chi-square test and t-test ? Illustrate their application.
 7. "It is said that computer applications is playing a pivotal role in modern research". Justify and illustrate some of the research areas where computer applications are an integral part.
 8. Distinguish between systematic and stratified sampling. Also explain and illustrate the procedure of selecting a random sample.
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