

Ph.D. IN TOURISM AND HOSPITALITY

00074

Term-End Examination

June, 2018

**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.*

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1. What is the difference between a symptom and a problem ? How can a skilful researcher differentiate between the two and identify a true research problem ? Substantiate your answer with suitable examples. 25

 2. What is the relationship among exploratory, descriptive and causal research ? Also elaborate upon major components of a research design. 25

 3. What do you mean by "Data" ? What are the differences between primary and secondary data ? Is it necessary to obtain secondary data before primary data ? 25

4. What is qualitative research and how is it conducted ? Give suitable example. 25

 5. What are the primary scales of measurement ? Describe the differences between a nominal and an ordinal scale. 25

 6. “Because questionnaire design is an art, it is useless to follow a rigid set of guidelines. Rather, the process should be left entirely to the creativity and ingenuity of the researcher.” Critically analyze the statement and discuss the underlying concepts briefly. 25

 7. What is the major difference between parametric and non-parametric tests ? Describe a general procedure for conducting a t-test. 25

 8. What is the null hypothesis ? What basic statistics are used to test the null hypothesis in one-way ANOVA ? 25
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