Ph.D. IN TOURISM AND HOSPITALITY

Term-End Examination

December, 2016

RTS-003 : RESEARCH METHODOLOGY IN TOURISM AND HOSPITALITY

Time : 3 hours   *Maximum Marks : 100*

Note :   (i)   *Attempt **any four** questions.*

(ii)   *All questions carry **equal** marks.*

1.   Do you agree with this statement ? "Research is   **25**
much concerned with proper fact findings,
analysis and evaluation." Give reasons in support
of your answer.

2.   How can marketing research help us develop   **25**
new tourist spots and resorts in remotely located
areas ? What would be the method of collecting
primary data (field techniques) for the purpose ?

3.   Differentiate between sampling errors and   **25**
non-sampling errors. Under what circumstances
do each type of error occur ?

4.   What are the various models used in research   **25**
methodology ? Explain why modelling methods
are becoming so important ?

5. Prepare a sampling plan for evaluating social-cultural impact of tourism in any hilly tourist destination of your choice.   **25**

6. What is Null hypothesis ? What is the difference between a Null hypothesis and an alternate hypothesis ? Give examples.   **25**

7. What is Primary Data ? What are the advantages and limitations of the primary data ? Describe briefly various methods of collecting primary data.   **25**

8. What are the measures of Central Tendencies ? Briefly describe their usage in research methodology with suitable examples.   **25**