Ph. D. IN TOURISM AND HOSPITALITY

(PHDTH)

Term-End Examination

December, 2023

RTS–103 : RESEARCH METHODOLOGY IN TOURISM AND HOSPITALITY

Time : 3 Hours　　　　　*Maximum Marks : 100*

Note : *Answer any* **four** *of the following questions. All questions carry equal marks.*

1. How would you define 'Tourism and Hospitality Research' ? What are the major components of a good research study ? Substantiate your answer with suitable examples. 　25

2. What are the components of a sound research problem ? Illustrate with examples. 　25

3. 'Hypotheses are the guiding force in any research study.' Justify and explain. 　25

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4. Define research design. Describe some of the important research designs used in the researches of social sciences. 25

5. How can secondary data be classified ? Elaborate on each type with suitable examples.

25

6. Briefly explain the concepts of reliability and validity. Also describe the process of finding reliability and validity related to tourism research. 25

7. What is scaling ? Describe the various scaling techniques used in business research. 25

8. Write short notes on the following and give suitable examples : 12.5×2=25

    (a) Open-ended and closed-ended questions

    (b) Structured *vs.* Unstructured questionnaires