

Ph.D. IN TOURISM AND HOSPITALITY

Term-End Examination

June, 2015

00330

**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 do you understand by the term "Research" ? Explain the Research Process. 25
2. Explain the significance of Research in different fields related to Tourism and Hospitality. 25
3. Explain "Research Design". What are the important concepts relating to Research Design ? 25

4. Under what circumstances is stratified random sampling design considered appropriate ? Explain with the help of an example. 25
 5. “Research Design in exploratory studies must be flexible but in descriptive studies, it must minimise bias and maximise reliability.” Explain. 25
 6. Explain the different methods of Data Collection. Also, explain and give examples of data from nominal, ordinal and interval scales. 25
 7. What are the various guidelines in the construction of a questionnaire ? Explain. 25
 8. What do you mean by “Sample Design”. What are the various steps in designing a sample ? 25
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