

(6 pages)

Reg. No. :

Code No. : 5614

Sub. Code : HTMM 34

MASTER OF TOURISM MANAGEMENT (CBCS)
DEGREE EXAMINATION, NOVEMBER 2016.

Third Semester

METHODOLOGY OF RESEARCH IN TOURISM

(For those who joined in July 2012-2015)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. In non-probability sampling the probability exists of
 - (a) Possibilities of biases
 - (b) Limitation of the data
 - (c) Both of the above
 - (d) None of the above
2. The method of Randomization is
 - (a) Lottery method
 - (b) Blind folded or dice method
 - (c) Tippet's table of irregular members
 - (d) All the three

3. The synopsis of research is called as
 - (a) Blue print
 - (b) Mapping of problem
 - (c) Base of the problem
 - (d) All the three
4. Hypothesis is a
 - (a) A thoughtful statement
 - (b) Forwarding statement
 - (c) Temporary solution
 - (d) All the three
5. The basic of selection of problem is
 - (a) Two opposites experiences
 - (b) Suggestion after research
 - (c) Counseling with experts
 - (d) All the three
6. The importance of thesis writing is in
 - (a) Expansion of knowledge
 - (b) Presentation of conclusion
 - (c) Verification of validity
 - (d) All the above

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7. Opit means
- Reference of is not used consecutively but used after some other reference
 - When a second but non-consecutive reference follows
 - Both of the above
 - None of the above
8. Ibid page means
- Same page as in earlier foot note
 - Same book as in earlier footnote
 - Same context as in earlier foot note
 - All the above
9. The method of research reporting should be
- Scientific
 - Ethical and attractive
 - Personal
 - Favorable to globalization
10. The justifiable scientific list of sentences from other authors is called as
- Index
 - Bibliography
 - References
 - Foot notes

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b), each answer should not exceed 250 words.

11. (a) Write a short note on nominal scale.
- Or
- (b) Write the importance of measurement techniques in research.
12. (a) Write a short note on scaling techniques.
- Or
- (b) What are the features of observation method?
13. (a) Write the role of personal interview in data collection.
- Or
- (b) What is structured interview? Brief.
14. (a) What are the merits of focused interview?
- Or
- (b) Write the de-merits of Questionnaires.
15. (a) Highlight the essential of a good questionnaire.
- Or
- (b) Write a short note on schedules.

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PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b),
each answer should not exceed 600 words.

16. (a) Write about various sources of secondary data.

Or

- (b) Describe correlative analysis and descriptive analysis.

17. (a) Why tabulation is necessary in research?
Write the characteristics of a good tabulation.

Or

- (b) Describe non-parametric test of hypothesis.

18. (a) Write the importance of interpretation in research writing.

Or

- (b) What are the different steps in report writing?

19. (a) Describe various types of reports.

Or

- (b) Highlight the importance of bibliography in context with research report.

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20. (a) Describe the essentials of layout in research.

Or

- (b) Can computer be used as a tool in research?
– Throw your views.

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