

19. (a) Explain the significance of a research report and narrate the various steps involved in writing such a report.

Or

- (b) Discuss the guidelines for oral presentation of a research report.
20. (a) Is the transportation model an example of decision making under certainty or decision making under uncertainty? Why?

Or

- (b) Why does VAM provides a good initial feasible solution? Could the north west corner rule ever provide an initial solution with as low a cost?
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MASTER OF TOURISM MANAGEMENT (CBCS)
DEGREE EXAMINATION, APRIL 2013.

Fourth Semester

METHODOLOGY OF RESEARCH IN TOURISM

(For those who joined in July 2009 – 2011)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

1. What is induction?
2. What is a diagnostic study?
3. Define data. Give some examples.
4. What are the types of validity?
5. Define the term interpretation.
6. What is standard deviation?
7. What is regression analysis?
8. What is interim report?



9. Define transportation model.
10. Write a note on Vogel's approximation method.

PART B — ($5 \times 5 = 25$ marks)

Answer ALL the questions, choosing either (a) or (b).

11. (a) State the meaning and purpose of evaluation studies.

Or

- (b) What are the conditions required for an experimental study?

12. (a) State the twelve threats to validity of an experiment.

Or

- (b) Describe briefly three types of simulation.

13. (a) What are the purposes of statistical analysis of research data?

Or

- (b) Explain different types of statistical analysis.

14. (a) Explain the different types of correlation.

Or

- (b) What are the methods of studying correlation? Explain in detail.

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15. (a) Explain the MODI and stepping stone methods with an example of your own.

Or

- (b) Explain the mechanism of assignment model.

PART C — ($5 \times 8 = 40$ marks)

Answer ALL the questions, choosing either (a) or (b).

16. (a) Evaluate case study method.

Or

- (b) Explain the types of field studies.

17. (a) Evaluate observation as a method of data collection.

Or

- (b) Evaluate interviewing as a method of data collection.

18. (a) Discuss the essential requisites of an average and in the light of them examine critically all forms of averages.

Or

- (b) What are all the characteristics of mean, median and mode? When and why each of these averages can be used?

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