

(6 pages)

Reg. No. :

Code No. : 22435 E Sub. Code : SETO 5 A

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2019.

Fifth Semester

Tourism and Hospitality Management — Main
Major Elective — METHODOLOGY OF RESEARCH
IN TOURISM

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ done solely to increase knowledge.
- (a) Pure research
 - (b) Applied research
 - (c) Action research
 - (d) Consultancy research

2. _____ depends on the purpose and nature of the research problem.
- (a) Research design
 - (b) Research
 - (c) Study
 - (d) Source
3. _____ is a crucial element of a good study design.
- (a) Full study (b) Pilot study
 - (c) Material study (d) Research study
4. _____ is a way of processing information.
- (a) Testing (b) Scaling
 - (c) Tabulation (d) Sampling
5. The larger the sample size is more _____ the findings.
- (a) good (b) easy
 - (c) handle (d) accurate
6. _____ is an essential component of research.
- (a) optimum sample size
 - (b) small sample size
 - (c) worst sample size
 - (d) simple sample size

Page 2 **Code No. : 22435 E**



7. How many rankings are used in rank correlation?
- (a) 3 (b) 4
(c) 2 (d) 6
8. The style of writing reports should be _____
- (a) Elaborate (b) Large size
(c) Concise (d) Vivid account
9. Expand - TSP
- (a) Ticket Specific Program
(b) Traveling Salesman Problem
(c) Traveling Specific Program
(d) Ticket Salesman Problem
10. Replacement theory deals with the analysis of _____
- (a) materials and machines
(b) sources and report
(c) topic and title
(d) nature and aims

Page 3 Code No. : 22435 E

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 note on meaning of research.
Or
(b) What is research design? Explain.
12. (a) Give an account of primary datas.
Or
(b) State the importance of probability methods of sampling.
13. (a) Narrate the nature of hypothesis testing.
Or
(b) Point out the one sample test.
14. (a) Bring out the meaning of correlation.
Or
(b) What do you know about scatter diagram.
15. (a) List out the methods of waiting line models.
Or
(b) Mention the uses of single channel models.

Page 4 Code No. : 22435 E
[P.T.O.]



PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the types of research in Tourism.

Or

- (b) Elucidate the importance of Review of literature.

17. (a) Examine the method of interviewing and observation.

Or

- (b) Analyse the method of questionnaire and schedule measurement.

18. (a) What is two sample tests? Explain in detail.

Or

- (b) Test for large and samples chi-squares test - Explain.

19. (a) Enumerate the types of report in research.

Or

- (b) Discuss the steps in drafting the report.

Page 5 Code No. : 22435 E

20. (a) Write an essay on traveling sales man problem.

Or

- (b) Illustrate the replacement models for equipments which deteriorate with time.
-

Page 6 Code No. : 22435 E

