

(6 pages)

**Reg. No. :** .....

**Code No. : 12267 E      Sub. Code : SETO 5 A**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2021.

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. \_\_\_\_\_ is the creative and systematic work.  
(a) Research                      (b) Investigation  
(c) Experiment                  (d) Testing
2. \_\_\_\_\_ is a proposed explanation.  
(a) Objectives                      (b) Hypothesis

- (c) Scope                      (d) Purpose

3. \_\_\_\_\_ is the process of measuring information on targeted variables.

- (a) Data collection
- (b) Data analysis
- (c) Data arranging
- (d) Data documentation

4. \_\_\_\_\_ is a visual display of data.

- (a) Tables
- (b) Word
- (c) Editing
- (d) Graphical presentation

5. \_\_\_\_\_ is the average value of a sample.

- (a) Sample
- (b) Sample mean
- (c) Sample proportion
- (d) Sample organisation

6. A Chi-Squared test also written as \_\_\_\_\_.

- (a)  $\chi^3$  test                      (b)  $\chi^2$  test  
(c)  $\chi^4$  test                      (d)  $\chi^6$  test

7. \_\_\_\_\_ is a statistical measure.

- (a) Criticism  
(b) Inter criticism  
(c) External criticism  
(d) Statistical measure

8. The proposal is a variation of problem-solving  
\_\_\_\_\_.

- (a) Reports                      (b) Formula  
(c) Test                      (d) Design

9. Single channel models denotes the mean arrival  
\_\_\_\_\_.

- (a) rate                      (b) situation  
(c) event                      (d) condition

10. \_\_\_\_\_ deals with the analysis of  
materials and machines.

- (a) Quantitative theory  
(b) Qualitative theory

- (c) Replacement theory
- (d) Social theory

PART B — ( $5 \times 5 = 25$  marks)

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

Answer should not exceed 250 words.

11. (a) Write a note on purpose of research.

Or

- (b) Mention the components of research design.

12. (a) Give an account of pre-testing.

Or

- (b) Narrate the importance of pilot study sampling.

13. (a) What do you know about Test for large.

Or

- (b) State the differences between mean and proportion.

14. (a) Point out the method of Rank correlation.

Or

- (b) List out the process of simple linear regression analysis.

15. (a) What is replacement module? Explain.

Or

[P.T.O.]

- (b) Bring out the Basic Structure of the model.

PART C — ( $5 \times 8 = 40$  marks)

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

Answer should not exceed 600 words.

16. (a) Explain the selection of a research problem.

Or

- (b) Elucidate the Formulation of hypothesis.

17. (a) Mention the sample size in Data Collection.

Or

- (b) Assess the preparation of tables.

18. (a) Write an essay on one sample test and two sample tests.

Or

- (b) Evaluate the significance of Chi-Squares test.

- 19. (a) Estimate the Co-efficient of Correlation.

Or

- (b) Examine the synoptical outline of chapters.

- 20. (a) Analyse the problems with special reference to flight scheduling transpiration models.

Or

- (b) Discuss the preventive maintenance policy.

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