

Roll No.

Total No. of Pages : 02

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BTTM (Sem.-5)

INTRODUCTION TO TOURISM RESEARCH

Subject Code : BTTM-501-18

M.Code : 78208

Date of examination : 02-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

I. Write briefly :

- a) What are the objectives of research?
- b) What are major areas of research in tourism?
- c) What is the need of tourism market research?
- d) What is research design?
- e) What is survey method of data collection?
- f) What is normal scale?
- g) What is cluster sampling?
- h) What is sampling design?
- i) What is the use of IT in research?
- j) What do you understand by substance of reports?

SECTION-B

2. Why do we need to follow ethics in research?
3. Why do we need to be very careful while formulating a research problem?
4. What factors must be considered while formulating a questionnaire?
5. 'Case study method of research gives better results'. Do you agree? Discuss.
6. What are important elements of format of reports?

SECTION-C

7. Discuss various steps of research process. Illustrate with the help of an example.
8. What is Hypothesis testing? Why is it done? What is the process of Hypothesis Testing?
9. Explain major techniques for interpretation of data.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.