

(4)

9. Write down the format / layout of the research report. What is the significance of report writing in the research process? 10

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(Printed Pages 4)

Roll No. _____

ITS-3578

B.B.A. (T) (Semester-IV) Examination, 2015

Research Methodology in Tourism

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No. 1** is **compulsory**. Attempt **one** question from each Unit.

1. Write short notes on the following (Do any six): 6×5=30
- (a) Defining the research problem.
 - (b) Sampling
 - (c) What are the objectives of the research problem?
 - (d) Exploratory research
 - (e) Types Qualitative research

(2)

- (f) Report Writing
- (g) Give the difference between Qualitative research and Quantitative research.
- (h) Discuss the various sources for selecting the research problem.

Unit-I

- 2. What is Research Methodology? Discuss the various stages in the Research Process. 10
- 3. Explain the nature and scope of tourism research along with the research needs in the different areas of tourism. 10

Unit-II

- 4. What are the characteristics of a good research problem? Write down the various errors that can occur while selecting a research problem. 10

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(3)

- 5. What are the various new tourism areas that have come up due to the growth of research in tourism? Explain briefly. 10

Unit-III

- 6. What points should be kept in mind in order to select the research problem or identify the research problem. 10
- 7. Answer the following: 5+5=10
 - (a) Characteristics of research questions.
 - (b) Types of research.

Unit-IV

- 8. What is Quantitative research? Discuss the various types of Quantitative research. 10

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