

MTM–303/MTTM–303

Research Methodology

Master of Tourism & Travel Management

(MTM–12/MTTM–16/17)

Third Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Discuss the guiding principles used in selection of research problems and its major objectives.
2. Describe the need and typologies of Research Design.
3. Write about the type of questionnaires being used in Research and also describe the salient features of an effective questionnaire.
4. Discuss the various considerations essential to observe while constructing the numerical frequency distribution.

Section–B**(Short Answer Type Questions)**

Note : Section ‘B’ contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. Highlight the significance of research in Tourism Management Study.
2. Discuss the process of undertaking Research.
3. Write the techniques and limitations of survey.
4. Write the differences between schedule and questionnaire.
5. Discuss the basic criteria of selecting appropriate sampling procedure.
6. Describe the basic consideration required in constructing the numerical frequency distribution.
7. Discuss the procedure of testing the hypothesis.
8. Describe the need and importance of report in Research.

Section–C**(Objective Type Questions)**

Note : Section ‘C’ contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this section are compulsory.

Write the True and False from the following.

1. Research is a scientific investigation. (True/False)
2. Research findings are used for policy development. (True/False)
3. Research design provides true direction to the study. (True/False)
4. Survey and research both are the same. (True/False)
5. Objective of research and survey is the same. (True/False)

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6. There is no difference between the use and outcome of survey and research. (True/False)
7. Questionnaire and schedule both are used for all types of respondents/subjects. (True/False)
8. Quota sampling is the part of randomized sampling. (True/False)
9. Hypothesis is developed on the basis of earlier available literatures. (True/False)
10. Results on testing the hypothesis becomes the true outcome of the study. (True/False)

