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Reg. No.....

Name.....

B.Voc. DEGREE EXAMINATION, OCTOBER 2021

Sixth Semester

RESEARCH METHODOLOGY IN TOURISM

For B.Voc. Programme in Tourism and Hospitality / Tourism and Hospitality Management

[2014 Scheme]

Time : Three Hours

Maximum : 80 Marks

Part A

Answer **all** *questions in one* **or** *two sentences each.*

Each question carries 1 *mark.*

1. What is SPSS?
2. What is Anova?
3. What is mail survey?
4. What is descriptive research?
5. Define Variable.
6. What is qualitative research?
7. What is primary data?
8. What is lottery method?
9. What is Hypothesis?
10. What is Tabulation?

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answers any **eight** *questions.*

Answer shall not exceed **half-a-page** *each.*

Each question carries 2 *marks.*

11. What are the sources of Secondary Data?
12. What is research design?
13. What is Scaling technique?
14. What is Simulation?
15. What is Pie diagram?

Turn over

16. What is transcription?
17. What is Simple Random Sampling?
18. What is a dependent variable?
19. What is Objectivity?
20. What is census method?
21. What is Universe in research?
22. What is multiple bar diagram?

(8 × 2 = 16 marks)

Part C

Answer any **six** *questions.*

Answer shall not exceed **one and a half page** *each.*

Each question carries 4 marks.

28. Examine the significance of research.
24. What is Social Science Research?
25. Discuss the major challenges in tourism research.
26. Write a note on testing of hypothesis.
27. What is scaling technique?
28. What is editing of data?
29. Write a note on interviews method.
30. What is action research?
31. Discuss the good qualities of sample.

(6 × 4 = 24 marks)

Part D

Answer any **two** *questions.*

Answer shall not exceed **four pages** *each.*

Each question carries 15 marks.

32. Explain in detail different types of research.
33. Discuss the different methods of data collection that can be used in tourism research.
34. Explain the different steps involved in preparing a good research report.
35. Discuss the use of internet and computers in Tourism Research.

(2 × 15 = 30 marks)