

Roll No.

Total Pages : 2

NMT/M-24

27311

**RESEARCH METHODS FOR TOURISM
AND HOSPITALITY**

Paper-CC-MTTM-403

Time Allowed : 3 Hours]

[Maximum Marks : 50

Note : Attempt **five** questions in all, selecting **one** question from each Unit. Question No. **1** is compulsory. All questions carry equal marks.

Compulsory Question

1. Describe the following : 10
 - (a) Nature of Tourism Research.
 - (b) Emerging research areas.
 - (c) Data tabulation.
 - (d) ANOVA – meaning and uses.

UNIT-I

2. Define the Tourism Research. Describe characteristics and significance of Tourism research. 10
3. Elaborate various Motivation for Research in Tourism. 10

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UNIT-II

4. What is Research process? Illustrate Tourism research process with examples. 10
5. What is Sampling? Discuss various Sampling techniques used in Tourism research. 10

UNIT-III

6. Discuss various methods of Data collection. 10
7. Write a detailed note on Data processing methods. 10

UNIT-IV

8. Explain the procedure for formulation of Hypothesis and testing process. 10
9. What do you mean by a Research report? Discuss various types of Research reports. 10

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