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Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-5)

INTRODUCTION TO TOURISM RESEARCH

Subject Code : BTTM-501-18

M.Code : 78208

Date of examination: 12-12-2022

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

1. Write briefly :

- a) What are basic objectives of Tourism Research?
- b) What do you understand by Research ethics?
- c) What is a Research Design?
- d) What do you understand by Testing of Hypothesis?
- e) What is Exploratory Research design?
- f) What is the main purpose of Hypothesis Testing?
- g) What do you understand by Focus Group Discussion?
- h) What is Stratified Sampling?
- i) What do you understand by Re-drafting of the report?
- j) What is a Qualitative Research?

SECTION B

2. What are different types of Tourism Research? Illustrate your answer.
3. What are Ecotourism and Sustainable Tourism? Discuss.
4. What are different elements of Tourism Research Design? Illustrate your answer.
5. What are basic sampling methods? Discuss.
6. Discuss the steps of data interpretation in Research. Illustrate your answer.

SECTION C

7. *‘The success of a good research depends upon the questionnaire’*. Do you agree? Discuss and illustrate.
8. *‘Tourism research in India is yet to reach at an advanced stage’*. Do you agree? Discuss and illustrate.
9. What is the role of IT in research? Illustrate your answer.

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.