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Total No. of Pages : 02

Total No. of Questions : 18

BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (Sem.-5)

INTRODUCTION TO TOURISM RESEARCH

Subject Code : BTTM-501-18

M.Code : 78208

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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 has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.

SECTION-A

Answer briefly :

- 1) What is the significance of the research?
- 2) Define 'Ethics in research'.
- 3) What is the experimental research design?
- 4) What do you understand by 'Null Hypothesis'?
- 5) What is ordinal scale of measurement?
- 6) Enlist data collection techniques.
- 7) What do you understand by open ended questions?
- 8) Give examples of random sampling.
- 9) Enlist any four types of referencing system.
- 10) Enlist some softwares, which are being used in research.

SECTION-B

- 11) Enlist major areas for research in travel and tourism.
- 12) Define research design. What are the main features of research design?
- 13) What are the various considerations, while designing a questionnaire?
- 14) What are the various types of sampling designs?
- 15) What is a standard sample of the research report?

SECTION-C

- 16) Write an explanatory note on challenges and status of tourism research in India.
- 17) Differentiate between case studies and survey method.
- 18) What is a hypothesis? Present an explanatory note on hypothesis formulation and its importance in research.

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.