



SD-4137

M.B.A. (Sem. II) Examination

April / May - 2011

Research Methodology in Tourism Industry :

THM-205

(Old Course ATKT)

Time : 3 Hours]

[Total Marks : 100

Instructions :

(1)

नीचे दशांशके निशानीवाणी विगतो उत्तरवही पर अवश्य लक्ष्मी. Fillup strictly the details of signs on your answer book.	Seat No.:
Name of the Examination :	<input type="text"/>
<input type="text" value="M.B.A. (SEM. II)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Research Methodology in Tourism Industry : THM-205 (Old ATKT)"/>	<input type="text"/>
Subject Code No. : <input type="text" value="4"/> <input type="text" value="1"/> <input type="text" value="3"/> <input type="text" value="7"/>	<input type="text"/>
Section No. (1, 2,.....): <input type="text" value="1&2"/>	<input type="text"/>
	Student's Signature

- (2) Figure to the right indicate marks.
- (3) Both sections carry equal marks.
- (3) Question 1 is compulsory, write any two from Q. 2,3,4. Question 5 is compulsory attempt any two from the rest in SEC II.

SECTION - I

- 1 Discuss the importance of research for tourism industry. 18
What do you think is the scope of research in tourism ?
- 2 What are the different types of research ? How does the 16
research design differ in these cases ? Mention any one
type of research design.
- 3 How will you judge if a research done is good or not ? 16
Discuss the features of good research.

- 4 Write short notes : (any two) 16
- (1) Types of variables
 - (2) Theory and model
 - (3) Causal research
 - (4) Ethics in research

SECTION - II

- 5 A travel agency would like to know the travelling habits of businessmen of Surat. Develop a research proposal for the same. 20
- 6 Design an instrument for finding out the perception of foreign tourists for Indian handicraft. 15

OR

- 6 Develop an instrument for finding the preferred holiday destination by citizens of Surat. 15
- 7 Write short notes : (any two) 15
- (1) Report writing
 - (2) Secondary data
 - (3) Hypothesis testing