



QP CODE: 25021643



25021643

Reg No :

Name :

B.VOC DEGREE REGULAR/REAPPEARANCE EXAMINATIONS, MARCH 2025

Sixth Semester

B.Voc Tourism and Hospitality Management

THM6GT02 - RESEARCH METHODOLOGY IN TOURISM

2018 Admission Onwards

5E0430AE

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What do you mean by social reserch?
2. What do you mean by qualitative research?
3. What do you mean by variables?
4. What do you mean by exploratory reserch?
5. What do you mean by ordinal scale?
6. Write types of sampling errors.
7. What do you mean by secondary data?
8. Write any two method of collecting primary data.
9. What do you mean by reserch report?
10. What do you mean by reserch report?
11. Write any two benefits of using excel in research.
12. Mention any two uses of sampling.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Discuss in brief the reserch methodology.





14. Difference between qualitative and quantitative data.
15. What is stratified sampling?
16. Discuss the formulation of research problem.
17. What is sampling error?
18. What is non sampling error?
19. What do you mean by research proposal? what are its uses ?
20. Discuss the scientific study of social life social science research.
21. Discuss research report in tourism research.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. What do you mean by research ? Explain its significance.
23. Discuss basic principles in research.
24. Write a short notes on chi-square test.
25. Discuss the census method in research.

(2×15=30)

