MTTM DEGREE (CSS) EXAMINATION, NOVEMBER 2023

Third Semester

Faculty of Social Sciences

MTTM

CORE - TR020305 - RESEARCH APPLICATIONS IN TOURISM

2019 ADMISSION ONWARDS

8C3BEB49

Time: 3 Hours   Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. List out the qualities of good research.

2. Summarize what do you mean by Case Study.

3. List out the specific qualities of researcher.

4. Define Alternative hypothesis

5. List out the merits of sampling.

6. Define Data

7. Resite what do you meant by questionnaire.

8. Define fundamental Research

9. List out the steps involved during research design preparation.

10. Mention the importance of SPSS in modern research.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Make short notes on the important role of literature in research work

12. Define & explain the difference between Dependent variables and independent variables.

13. Explain the criteria for selecting research problems.

14. Discuss the essential qualities of a good sample.

15. Explain literature survey.

16. Explain the good characterstics of a research design.

17. Compare the applications of quantitative and qualitative research in tourism.

18. Discuss the classification of measurement of scale

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Briefly explain how to conduct a literature review during a research.

20. Describe various phases in a research process.

21. Discuss in detail about what are the different probability sampling method

22. Discuss in detail various methods used for communicating research results.

(2×5=10 weightage)