



RF-4311-12

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

April / May – 2010

**THM-205 : Research Methodology in Tourism :
Paper - II
(Old Course)**

Time : 3 Hours]

[Total Marks : 100

RF-4311

Instructions :

(1)

नीचे दशांश देव ✎ निशानीवाणी विगतो उत्तरवडी पर अवश्य लभवी. Fillup strictly the details of ✎ signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
✎ M. B. A. (Sem. 2) (ATKT)	<input type="text"/>
Name of the Subject :	<input type="text"/>
✎ THM-205 : Research Methodology in Tourism - 2	<input type="text"/>
✎ Subject Code No. : <input type="text"/> 4 <input type="text"/> 3 <input type="text"/> 1 <input type="text"/> 1 ✎ Section No. (1, 2,.....) : <input type="text"/> 1	<input type="text"/>
	Student's Signature

- (2) Write both sections **separately**.
(3) Both sections carry **equal** marks.
(4) Question 1 in Section I and Question 5 in Section II is **compulsory**. Write any **two** from the rest in respective sections.

- 1 What is research process? What are the functions in which research can be helpful? **18**
- 2 A manager of a hotel feels that customers are not happy about the services provided by the Hotel. As a researcher develop research design to help him **16**
- 3 What are the advantages of observation approach for data collection? When will you use this method of data collection? **16**
- 4 Write short notes (any **two**) : **16**
(i) Experimental Research design
(ii) Proposition and Hypothesis
(iii) Personal interview
(iv) Instrument design.

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Instructions :

(1)

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

- (2) Write both sections **separately**.
- (3) Both sections carry **equal** marks.
- (4) Question 1 in Section I and Question 5 in Section II is **compulsory**. Write any **two** from the rest in respective sections.
- 5 A marketer is launching a new soft drink in the market. **20**
He is interested in knowing what flavors of the drink will be able to attract the consumers. You are to conduct a survey for him. Develop a research proposal for the marketer
- 6 Discuss what should be included in a sampling plan? **15**
In detail explain the sampling types.
- 7 Develop a questionnaire for a Tour operator who wants **15**
to know the preference of tourist destinations for summer for people in Surat city.
- 8 Write short notes (any **two**):- **15**
- (a) Qualitative research
- (b) Ethics in research
- (c) Focus group.