

MBA (TTM)

Research Methodology (PGTTM2C006T)

Time Allowed: 3 Hrs

Max. Marks: 100

Section A

Note: 1) Attempt all questions and choose the most appropriate answer.

2) Maximum time allowed is ten minutes.

3) Each question carries 1.5 mark.

1. A review of the literature prior to formulating research questions allows the researcher to do which of the following?

- a. To become familiar with prior research on the phenomenon of interest
- b. To identify potential methodological problems in the research area
- c. To develop a list of pertinent problems relative to the phenomenon of interest
- d. All of the above

2. Research hypotheses are _____.

- a. Formulated prior to a review of the literature
- b. Statements of predicted relationships between variables
- c. Stated such that they can be confirmed or refuted
- d. b and c

3. Which of the following terms best describes data that were originally collected at an earlier time by a different person for a different purpose?

- a. Primary data
- b. Secondary data
- c. Experimental data
- d. Field notes

4. Which of the following is not a form of nonrandom sampling?

- a. Snowball sampling
- b. Convenience sampling
- c. Quota sampling
- d. None of the above

5. Which of the following sampling methods is the best way to select a group of people for a study if you are interested in making statements about the larger population?

- a. Convenience sampling
- b. Quota sampling

Section B

Note: 1) Attempt One question from each unit.

2) Each question carries eight marks.

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UNIT 1

Q1. What do you mean by research? Explain its significance for tourism development

Or

Discuss the criteria of good research and problems encountered by researchers in india?

UNIT 2

Q2. What do you mean by Research Design? Discuss the need and important features of research design?

Or

What is Hypothesis? Write a note on the hypothesis formulation and its importance in research?

UNIT 3

Q3. Write a note on different types and methods of data collection techniques used in research?

Or

What do you mean by case study? Differentiate between case study and survey methods of research?

UNIT 4

Q4. What is sampling? Discuss different types of Non probability sampling designs?

Or

Write a note on importance of sampling in context of research studies and discuss different types of probability sampling?

UNIT 5

Q5. Write a brief note on the task of interpretation in research methodology and precautions that the researcher should take while interpreting his findings?