

# School of Hospitality

Tourism  
ETE - May 2023

Time : 3 Hours

Marks : 50

## Sem VI - BTSC3014 - Research Project in Travel and Tourism

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

- |     |                                                                                                 |            |
|-----|-------------------------------------------------------------------------------------------------|------------|
| 1.  | What is a survey? Elaborate when it would be an appropriate method for data collection.         | K1 CO1 (2) |
| 2.  | Explain dichotomous questions.                                                                  | K2 CO2 (2) |
| 3.  | What is participant observation?                                                                | K3 CO3 (2) |
| 4.  | State the features of snowball sampling.                                                        | K4 CO4 (2) |
| 5.  | List the uses of research for a manager in the Tourism business.                                | K4 CO5 (2) |
| 6.  | Describe the methods of preliminary data collection with special reference to Tourism Industry. | K3 CO1 (5) |
| 7.  | What do you mean by scientific research?                                                        | K4 CO2 (5) |
| 8.  | Explain Qualitative research methods and discuss their importance in Tourism Industry.          | K6 CO6 (6) |
| 9.  | Explain the research design.                                                                    | K4 CO3 (8) |
| 10. | Explain the nature and scope of business research.                                              | K5 CO4 (8) |
| 11. | Discuss the role of business research in managerial decisions.                                  | K6 CO5 (8) |