

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Semester Examination, May 2021**

**Course : Tourism and Hospitality Research**  
**Programme : BBA (THM)**  
**Course Code: TRAV 2010**

**Semester: IV**  
**Time: 03 hrs.**  
**Max. Marks: 100**

**Instructions: All questions are compulsory**

**SECTION A (30 Marks)**

- 1. Each Question will carry 5 Marks**
- 2. Answer the following questions pointwise strictly.**

S. No.	Questions	Marks	CO						
Q 1	Match the following with their examples: <table border="1"><tr><td>A. Research question</td><td>1. Visitor levels declined in the last two years at site X because of the attraction of newer, better-value sites.</td></tr><tr><td>B. Research objective</td><td>2. Why have visitor levels declined in the last two years at site X?</td></tr><tr><td>C. Hypothesis</td><td>3. To explore strategies for attracting visitors at site X</td></tr></table>	A. Research question	1. Visitor levels declined in the last two years at site X because of the attraction of newer, better-value sites.	B. Research objective	2. Why have visitor levels declined in the last two years at site X?	C. Hypothesis	3. To explore strategies for attracting visitors at site X	5	CO1
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B. Research objective	2. Why have visitor levels declined in the last two years at site X?								
C. Hypothesis	3. To explore strategies for attracting visitors at site X								
Q 2	There are two types of research proposals – self-generated and responsive. As a research student applying for grant, which type of research proposal will you submit to grant-providing institution? And, why?	5	CO4						
Q 3	Name five different sources of bibliographical information that can be used for literature review.	5	CO2						
Q 4	In-depth interviews involve an interviewer: what is the equivalent in a focus group?	5	CO1						
Q 5	In a questionnaire survey, the question whose answer is selected from a set of options is pre-coded or open-ended?	5	CO1						
Q 6	Give one source of secondary data for tourism and hospitality research. What type of secondary data can be obtained from this source?	5	CO2						

**SECTION B ( 50 Marks)**

**1. Each question will carry 10 marks**

**2. Instruction: Answer precisely, write legibly and stepwise.**

Q 7	Outline the differences between <i>descriptive</i> , <i>explanatory</i> and <i>evaluative</i> research.	10	CO1
Q 8	Choose a leisure or tourism organization with which you are familiar, or which can be identified online, and outline ways in which it might use research to pursue its objectives.	10	CO3
Q 9	What is the basic difference between primary and secondary data?	10	CO1
Q 10	What is triangulation and why is it used in research?	10	CO2
Q 11	Give the steps involved in questionnaire survey design.  Explain the significance of sampling in surveys.	10	CO1

**SECTION-C ( 20 marks)**

**1. Read the following caselet carefully.**

**2. Instruction: Solve systematically showing sample calculations and write legibly.**

Q 12	What are the different types of scales used in quantitative data collection? Explain the significance of each type of scale with an example.  <p style="text-align: center;"><b>OR</b></p> What the different types of sampling techniques used in quantitative and qualitative research? Explain the relevance of each type of sampling technique with an example.	20	CO4
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