

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7628 **K**

Unique Paper Code : 6132404701 (NEP)

Name of the Paper : Tourism Research Methodology
(DSC)

Name of the Course : **B.A. (V.S) Tourism Management**

Semester : VII

Duration : 3 Hours

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Part of the questions to be attempted together.
3. Attempt any **5** questions.
4. **All** questions carry equal marks.

1. Define research and discuss its nature, objectives, and significance in advancing tourism studies as an academic and professional discipline.

P.T.O.

2. Analyze the importance of ethics in tourism research. What are the key ethical concerns researchers must consider while conducting research?
3. Define a research problem and explain the systematic process of formulating and refining research questions in tourism studies.
4. Explain various sampling techniques and their implications for data accuracy and generalization in tourism studies.
5. Distinguish between nominal, ordinal, interval, and ratio scales of data and explain their significance in choosing the right statistical tests.
6. Describe the structure and essential components of a tourism research report.
7. Discuss various referencing styles and their importance in maintaining academic integrity in tourism research writing.
8. Critically analyze the role of descriptive and inferential statistics in making meaningful conclusions from tourism data.