

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore-641043.**

**Master's Degree Examination - November 2018
III Semester**

**Class :II PG
Major : M.B.A (Tourism and Travel Management)**

**Time: 3 hours
Max. Marks: 60**

17MTAC13 – Research Methodology

Part A

10 x 1/2 = 5

Choose the correct answer

- Which of the following is not a data-collection method?
 - Research questions
 - Unstructured interviewing
 - Postal survey questionnaires
 - Participant observation
- The introductory section of a research report should aim to
 - Identify the specific focus of the study
 - Provide a rationale for the dissertation, or article
 - Grab the reader's attention
 - All of the above
- _____ is a statistical index which describes the degree and direction of the relationship between two characteristics or variables
 - Probability
 - Mean
 - Correlation
 - T-test
- Which of the following is non-probability sampling?
 - Snow ball
 - Random
 - Cluster
 - Stratified
- Type-I, Error occurs if _____
 - the null hypothesis is accepted even though it is false
 - the null hypothesis is rejected even though it is true
 - both the null hypothesis as well as alternative hypothesis are rejected
 - None of the above
- Random sampling is helpful as it is _____
 - An economical method of data collection
 - Free from personal biases
 - Reasonably accurate
 - All the above
- A research problem is not feasible if _____
 - It consists of independent and dependent variables
 - It has utility and relevance
 - It is new and adds something to knowledge
 - It is researchable
- Determining the relationship between two or more variables occurs in _____
 - Naturalistic observation
 - Action research
 - Correlational research
 - Survey research
- The ideal model for a research report is _____
 - the essay format
 - the journal article format
 - magazine article
 - none of the above
- SPSS stands for _____
 - Scientific Package for Social Sciences
 - Statistical Project for Social Sciences
 - Statistical Package for Social Sciences
 - Statistical Package for Social Studies

Part B

5 x 4 = 20

Answer ALL questions

Each answer should not exceed 200 words or one page

- 11.a. Describe the techniques of defining a research problem.
(Or)
- 11.b. Explain the features of a good research design.
- 12.a. What are the points to be considered while determining the sample size?
(Or)
- 12.b. What do you mean by variables? Explain its importance in research.
- 13.a. Write briefly about the classification of measurement scales.
(Or)
- 13.b. Explain the points to be considered while constructing a Questionnaire?
- 14.a. What do you mean by Hypothesis? Explain the characteristics of a good hypothesis.
(Or)
- 14.b. What is a t-test? When and where it is used?
- 15.a. Discuss briefly the techniques of Interpretation
(Or)
- 15.b. Explain the types of research report.

Part C

5 x 7 = 35

Answer ALL questions

Each answer should not exceed 600 words or three pages

- 16.a. Describe the different types of Research in detail.
(Or)
- 16.b. Explain in detail the steps involved in Research Process
- 17.a. Explain Sample Design and the points to be considered while developing a sample design.
(Or)
- 17.b. Under what circumstances would you recommend,
(a) A probability sample? (b) A non-probability sample?
(c) A stratified sample? (d) A cluster sample?
- 18.a. Describe the methods of scale construction, pointing out the merits and demerits of each.
(Or)
- 18.b. Enumerate the different methods of collecting data with suitable examples.
- 19.a. Outline the procedure for testing hypothesis in detail.
(Or)
- 19.b. Explain the concept of analysis of variance. Describe briefly the technique of analysis for one-way and two-way classifications.
- 20.a. 'Interpretation is a fundamental component of research process'- Discuss.
(Or)
- 20.b. Explain the significance of research report. Narrate the steps involved in writing a research report.