Printed Pages : 1 **Roll No.** | | | | | | | | | | | **RMT203**

M.B.A.

THEORY EXAMINATION (SEM–II) 2016-17

TOURISM MANAGEMENT

Time : 3 Hours ***Max. Marks : 70***

Note : *Be precise in your answer. In case of numerical problem assume data wherever not provided.*

SECTION – A

1. Explain the following: **7 x 2 = 14**

(a) What is scientific research?

(b) What are Research questions and how they are formulated?

(c) What are the elements of research proposal?

(d) What are Projective Techniques?

(e) Explain difference between Cross-sectional and Longitudinal Research.

(f) Explain difference between Validity and Reliability.

(g) Difference between one way and two-way ANOVA.

SECTION – B

2. Attempt any five of the following questions: **5 x 7 = 35**

(a) What is sampling? Describe various techniques of sampling

(b) Explain the stages involved in research process.

(c) Discuss different types of Scaling Techniques.

(d) Explain the procedure involved in construction of a questionnaire.

(e) Briefly explain the applications of statistics in hypothesis testing.

(f) How do you formulate a hypothesis? Discuss the various steps involved in testing a hypothesis.

(g) If you were to develop a Semantic Differential scale for measuring the image of a foreign bank, outline the steps you would follow.

(h) A soft drink manufacturer is interested in developing an attitude scale about the product's image on the items such as quality, calories, cost, taste etc. Help him to achieve the objective.

SECTION – C

Attempt any two of the following questions: **2 x 10.5 = 21**

3. A company having a chain of restaurants in Delhi wants to start a new one in Lodhi Road Institutional Area. Before starting, it wants to conduct a survey of the employees of various institutions in that area to know about their eating habits, preferences, cost etc. Suggest a suitable questionnaire for the same.

4. What is Small Sample T-test used for hypothesis testing? How are they different from F tests? Explain with suitable example.

5. Test for relationship between income level and preferred passenger car models given the following contingency table of distribution of customers at 1% level of significance using appropriate test, stating clearly the null and alternative hypotheses.

Income level	Multi-utility	Sedan Entry	Models
Low	180	130	1170
Medium	160	125	150
High	155	110	120