MAR IVANIOS COLLEGE (AUTONOMOUS) THIRUVANANTHAPURAM

Reg. No. :…………………   Name :…………………

Fifth Semester B.Voc. Degree Examination, November 2016
First Degree Programme under CSS
General Course – XIV (for Tourism & Hospitality Management)
AUTH562: Business Research Methods

Time: **3** Hours   Max. Marks: **80**

SECTION – A

*Answer **ALL** questions in one or two sentences.*

1. Explain exploratory research.
2. What is sampling ?
3. What do you mean by references ?
4. What is applied research ?
5. What is probability sampling ?
6. What are the measures of central tendency ?
7. Explain hypotheses.
8. What is simulation ?
9. What is observation ?
10. What is deduction ?

(**10 × 1 = 10 Marks**)

SECTION – B

*Answer any **EIGHT** questions, not exceeding a paragraph of 50 words.*

11. Define research.
12. What is research design ?
13. Explain focused interview.

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14. What is Sociometry ?
15. What is tabulation ?
16. Distinguish between case study and survey.
17. What is snowball sampling ?
18. What is the purpose of review of literature ?
19. Explain the differences between pilot study and pre – tests.
20. What is expost facto research ?
21. What are the tools for data collection ?
22. List any four sources of secondary data.

(**8 × 2 = 16 Marks**)

SECTION – C

Answer any SIX questions, in a page of 100 words.

23. Explain the characteristics of a good questionnaire.
24. Explain the types of non-probability sampling.
25. Discuss the contents of a research plan.
26. Explain the merits and demerits of mail survey.
27. Explain the interview process.
28. Differentiate between participant and non – participant observation.
29. Explain the tools used for collecting primary data.
30. Discuss the characteristics of research.
31. Explain the different kinds of variables.

(**6 × 4 = 24 Marks**)

SECTION – D

Answer any TWO questions, not exceeding four pages.

32. Define a research report. Also explain its types and contents of a good report.
33. What is correlation ? What are the various types of correlation and its uses ?
34. Explain the different stages of research.
35. What is a hypothesis ? Explain its types and process of setting a hypothesis.

(**2 × 15 = 30 Marks**)

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