



**MBA (TRAVEL AND TOURISM) DEGREE II SEMESTER EXAMINATION
MAY 2014**

SMT 2206 RESEARCH METHODOLOGY
(Regular & Supplementary)

Time: 3 Hours

Maximum Marks: 50

PART A
(Answer *ALL* questions)

(5 x 2 = 10)

1. What is Chi square statistic?
2. Explain measurement of attitude.
3. What is a research problem?
4. What is a technical report?
5. What is stratified random sampling?

PART B
(Answer *ANY FIVE* questions)

(5 x 4 = 20)

6. What are the different types of research?
7. What is experimental design?
8. Explain the importance of research problem formulation.
9. What are the qualities of a good questionnaire?
10. Explain the procedure for testing hypothesis.
11. Explain the content of a research report.
12. Explain the merits and demerits of case study method.

PART C
(Answer *ANY TWO* questions)

(2 x 10 = 20)

13. What is sample design? Prepare research design, which helps analyse the job satisfaction of bank officers.
14. Prepare a questionnaire, which helps to study the attitude of supportive staff (paramedical) to patients in a government hospital.
15. What is research? Prepare a research proposal to investigate buying behaviour of consumers from super markets or malls.