

**Ph. D. IN TOURISM AND
HOSPITALITY SERVICES
MANAGEMENT (PHDTS)
Term-End Examination**

June, 2026

**RTS-103 : RESEARCH METHODOLOGY IN
TOURISM AND HOSPITALITY**

Time : 3 Hours

Maximum Marks : 100

Note : Answer any **four** questions. All questions carry equal marks.

1. What is Research ? Elaborate the features of a good research study. 25
2. What is a research hypothesis ? Do all researches require hypothesis formulation ? Explain. 25
3. What do you mean by Research Design ? What are the significant elements of a research design ? 25

4. How can secondary data be classified ?
Elaborate each type with suitable examples. 25
5. What are the syndicated data sources ?
Elaborate with examples. 25
6. How has the use of SPSS become very handy
for the modern researcher today ? Elaborate
by giving suitable examples. 25
7. Write short notes on the following : 25
- (a) Content Analysis
 - (b) Focus Group Discussion
8. What are the criteria of a sound
questionnaire ? How can one improve the
quality of the instrument designed ? 25

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