

Reg. No. :

Name :

Ph.D. ENTRANCE EXAMINATION, NOVEMBER 2022

FACULTY OF MANAGEMENT STUDIES

TOURISM MANAGEMENT

Time : 3 Hours

Max. Marks : 100

Instructions :

- 1) Answer **any ten** questions each from Section **A** and **B**.
- 2) Each question carries **5** marks.
- 3) No additional Answer sheets will be provided.
- 4) Candidates should clearly indicate the section, Question number in the answer booklet.

Section – A

Research Methodology

Answer any **ten** questions. All questions carry equal marks.

1. What do you understand by 'Exploratory Research' and 'Conclusive Research'?
2. Why should the selected research problem be formulated?
3. Discuss the various components of a research design.
4. Explain survey method of research and case method of research.
5. When Quota sampling method is superior over other non-random sampling methods?
6. Explain the issues involved in selection of an appropriate scaling technique for research study.

7. What are the (ranges) numerical values that depict positive correlation, negative correlation and no correlations?
8. What is a Likert scale? Why is it called a scale of summated rating? Briefly discuss how a Likert scale is developed?
9. Describe the steps involved in the construction of a semantic differential scale.
10. Distinguish between classification and tabulation.
11. Distinguish between primary and secondary data. Explain any three methods of collecting primary data using examples wherever possible.
12. What is the need of reviewing literature for research? What kinds of literature should a researcher review and for what purpose?
13. Explain different stages in preparation of a report.
14. Define a research report and explain its purpose
15. What is the importance of reviewing and editing the draft research report? What questions are generally raised in reviewing the draft?

(10 × 5 = 50 Marks)

Section – B

Tourism Management

Answer any **ten** questions. All questions carry equal marks.

1. Critically analyse the status of tourism as a discipline.
2. What are the different types of attractions? Explain with the help of examples.
3. What do you understand by standardization in accommodation? Elaborate with relevant examples.

4. What is the role of transportation in the development tourism? Explain with the help of examples.
5. Discuss the use of technology in Travel Agency operations.
6. Analyse the importance of market research for tourism product designing.
7. Mention the importance of tourism planning and discuss various steps involved in tourism planning process.
8. Distinguish between correlation and regression.
9. What do you understand by the term 'Motivation? Explain any theory of motivation.
10. List out the objectives and functions of Tourism Finance Corporation of India.
11. Write a brief notes on Pull and Push forces in Tourism.
12. Define transport infrastructure. Elaborate various kinds of vehicles as an important source of infrastructure.
13. Describe the external factors that affect the tour-operation businesses. Give examples to substantiate your answer.
14. Highlight the potential of ethnic and rural tourism in India with suitable examples.
15. What are the different types of health tourism and product mix of health tourism?

(10 × 5 = 50 Marks)