

Altinho-Panaji

M.A. (Tourism and Heritage Management)

Semester 1 SEA Examination, November 2016

Business Research Methods

Duration: 3 Hours

Marks:60

Instructions: (i) All questions are compulsory; however, internal choice is available

(ii) Each full question carries 10 marks

Q.1) Write short notes on the following (any five)

- a) Basic principles of Experimental Design
- b) Application of Focus Group
- c) Basic and Applied Research
- d) Double –Barrelled Questions
- e) Motivation in Research
- f) Null and Alternative Hypothesis

Q.2) A) In the Research process, why is the problem definition stage probably the most Important stage?

OR

B) What is Literature review and explain its functions?

Q.3) A) A researcher is interested in knowing the answer to a why question, but does not know what sort of answer will be satisfying. Is this exploratory, descriptive, or causal research? Explain.

OR

B) Explain in detail the Qualitative Research Methodologies?

Q.4) A) How do probability sampling techniques differ from non-probability sampling techniques?

OR

B) Explain in detail the steps involved in designing questionnaire?

Q.5) A) What is the validity of an Instrument? How validity is different from reliability?

OR

B) Explain the essentials of report writing.

Q.6) A) Explain any two parametric and non-parametric tests with the help of suitable examples .

OR

B) A research was carried out to test an association between demographic characteristics and the frequency of fast food consumption among college students in panaji city . Data has been analysed with the help of Independent sample t-Test and output is generated with the help of SPSS. Study the output and answer the questions given below.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Frequency of fast food consumption	Male	205	2.5610	1.02538	.07162
	Female	195	3.0205	.91921	.06583

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Frequency of fast food consumption	Equal variances assumed	18.905	.000	-4.711	398	.000	-.45954	.09754	-.65129	-.26778
	Equal variances not assumed			-4.724	396.619	.000	-.45954	.09727	-.65077	-.26830

Questions

1. From the above output identify Independent and Dependent Variables?
2. Frame the statement of null and alternative hypothesis for the above test .
3. Write a detailed interpretation of each of the above tables in test output.