

Syllabus for PET Examination - PhD (Hospitality and Tourism Management)

Research Methodology

Unit I Introduction to Research

Nature - Objectives - Significance and Types of Research – Ethical Issues in Research
Steps in research – process - Research Problem formulation. Research Design-
Exploratory Descriptive-Experimental Research designs.

Unit II Data Collection and Sampling

Data types - measurement –methods of data collection – Sources of Error -Basics of
Sampling Theory-Probability and Non – Probability Sampling.

Unit III Data Analysis

Processing - Classification and coding – Tabulation- Analysis - Measures of
Relationship-Problems in Processing-Use of EXCEL and SPSS in data analysis

Unit IV Hypothesis Testing

Concept –Types- Sources of Hypothesis - Procedure for formulation of Hypothesis
Testing of hypothesis -‘Z’test -‘t’test– ‘f’test -Chi squaretest-ANOVA.

Unit V Advance Techniques of Data Analysis and Research Communication

Introduction to Discriminant Analysis – Cluster Analysis - Factor Analysis - Conjoint
Analysis - Types of Reports – Format of research report – Documentation - Data and
Data Analysis Reporting Precautions in Report Writing-Footnoting– Bibliography-Index
Preparation.