



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DEV3301 – MARKET RESEARCH FOR EVENTS**
 Semester & Year : Jan 2016 – April 2016
 Lecturer/Examiner : Sudipta Kiran Sarkar
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (20 marks) : 20 multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (60 marks) : Answer all SIX (6) short essay answer questions. Answers are to be written in the Answer Booklet provided.**
 - PART C (20 marks) : Answer ONE (1) essay questions. Answers are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. ONLY ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages =6 (Including the cover page)

PART A: Multiple Choice questions (20 marks)

INSTRUCTION(S): There are TWENTY (20) multiple choice questions. Shade your answers in the Multiple Choice Answer sheet provided.

1. Research may be necessary at _____.
 - A. pre-event stage
 - B. monitoring during an event
 - C. post-event evaluation stage
 - D. all of the above

2. Tourism demand forecasting can be conducted using _____.
 - A. primary data
 - B. secondary data on tourist statistics
 - C. graphical data
 - D. codes and themes

3. Which of the following is an internal secondary data?
 - A. industry newsletters
 - B. sales force reports
 - C. accounting reports
 - D. miscellaneous reports

4. GIS stands for _____.
 - A. geographical Information system
 - B. geological information system
 - C. general information system
 - D. graphical information system

5. Secondary data may not be always accessible through _____.
 - A. internal sources
 - B. personal sources
 - C. external Sources
 - D. online database

6. Primary data is available _____.
 - A. available from the respondents
 - B. already existing.
 - C. to be available in the future

- D. during the pilot test
7. Reliability and validity are parameters to determine _____.
- A. trustworthiness
 - B. generalizability
 - C. causation
 - D. skewedness
8. Quantitative research approaches in the paradigm of _____
- A. subjective and post-positivist
 - B. subjective and interpretivist
 - C. objective and positivist
 - D. objective and critical
9. Experimental methods are a part of _____
- A. quantitative Research approach
 - B. qualitative research approach
 - C. mixed approach
 - D. case-based approach
10. A recording device would be need in a _____
- A. conducting a survey questionnaire
 - B. in-depth and focus interviews
 - C. content analysis
 - D. online surveys
11. In-depth interviews are generally _____
- A. one – to- many
 - B. one-to-one
 - C. involving many participants
 - D. involving different groups
12. Focus group interviews are generally _____.
- A. one-to all and one-to-one
 - B. one-to- many
 - C. one-to- all
 - D. interviewer and many groups
13. Sampling techniques can be _____.
- A. deliberate/convenience
 - B. random
 - C. cluster
 - D. All of the above

14. In a research proposal, the motivation for a study is to be demonstrated in the_____.
- A. introduction
 - B. literature review
 - C. scope and objectives
 - D. discussion
15. Literature review helps in_____
- A. critical appraisal
 - B. gaps in knowledge
 - C. synthesizing concepts
 - D. all of the above
16. Maximum likelihood is a method in_____ .
- A. qualitative research
 - B. quantitative research
 - C. content analysis
 - D. graphical analysis
17. Additional but essential elements to be considered in a research proposal are_____
- A. time
 - B. budget
 - C. facilities and personnel
 - D. All of the above
18. In framing objectives for a study which one of the following is **NOT** desirable?
- A. A number of objectives
 - B. Specific and achievable objectives
 - C. Measurable and clearly stated objectives
 - D. Only one objective
19. The introduction section of a research proposal should be_____
- A. comprehensive and involving a number of pages
 - B. adequately developed in one or two pages
 - C. extremely brief in less than one page
 - D. existent at different parts of the thesis
20. The significance and value of a research proposal should reflect_____
- A. contribution towards existing theory and knowledge
 - B. new contribution of theory and knowledge
 - C. implications for the industry and operational practices
 - D. All of the above

END OF PART A

PART B:

SHORT ANSWER QUESTIONS (60 marks)

INSTRUCTION(S):

There are SIX (6) short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

- (a) What is consumer research? (2 Marks)
- (b) What are the reasons for doing consumer research? (4 Marks)
- (c) State **FOUR (4)** aspects of consumer research. (4 Marks)

Question 2

- (a) Mention **FIVE (5)** aspects of participant observation qualitative methods. (5 Marks)
- (b) State the **FIVE (5)** qualitative research approaches. (5 Marks)

Question 3

- (a) What are the aims and objectives in a research proposal? (2 Marks)
- (b) State **FIVE (5)** marketing related research problems. (5 Marks)
- (c) State **THREE (3)** statistical methods in quantitative research. (3 Marks)

Question 4

- (a) What is literature review in a research proposal? (2 Marks)
- (b) State **FOUR (4)** aspects of the literature review section in a research proposal. (4 Marks)
- (c) State **FOUR (4)** dos and don'ts in the literature review section of a research proposal. (4 Marks)

Question 5

What are the advantages and disadvantages of a questionnaire? (10 marks)

Question 6

- a) What are variables in quantitative research? (3 Marks)
- b) What are dependent and independent variables in quantitative research? (7 Marks)

END OF PART B

PART C: **ESSAY QUESTIONS (20 marks).**

INSTRUCTION: **There is ONE (1) essay question. Answer all questions in the Answer Booklet (s) provided.**

Question 1:

Discuss the primary scales and itemized rating scales of measurement in quantitative methodologies of research. (20 Marks)

END OF EXAM PAPER