

Syllabus for the Ph.D. Entrance Examination

Hospitality

(Research Methodology Paper)

Unit 1: Foundations of Research

1. Meaning, characteristics, and purpose of research
 2. Types of research: qualitative, quantitative, mixed-methods
 3. Scope and significance of research in the hospitality domain
 4. Ethical considerations and academic integrity in research
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Unit 2: Research Problem, Objectives & Hypotheses

1. Identification and formulation of research problems
 2. Setting research objectives and developing research questions
 3. Definition, types, and importance of hypotheses
 4. Formulation and testing of hypotheses in hospitality studies
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Unit 3: Literature Review

1. Purpose, process, and components of literature review
 2. Sources of literature: journals, books, databases, industry reports
 3. Conducting systematic and thematic reviews
 4. Developing conceptual frameworks and identifying research gaps
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Unit 4: Research Design

1. Meaning and components of research design
 2. Exploratory, descriptive, and causal research designs
 3. Sampling theory: population, sample, sampling frame
 4. Probability and non-probability sampling methods
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Unit 5: Data Collection Methods

1. Primary and secondary data: characteristics and relevance
 2. Qualitative methods: interviews, focus groups, observations, ethnography
 3. Quantitative methods: surveys, structured questionnaires, experiments
 4. Measurement and scaling techniques (nominal, ordinal, interval, ratio)
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Unit 6: Research Instruments

1. Questionnaire design: structure, wording, layout
 2. Interview schedules and observational checklists
 3. Digital tools for data collection
 4. Validity and reliability of instruments
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Unit 7: Data Processing and Statistical Analysis

1. Editing, coding, classification, and tabulation
 2. Descriptive statistics: mean, median, mode, range, variance, SD
 3. Inferential statistics: correlation, regression, chi-square, t-test, ANOVA
 4. Statistical applications in hospitality research
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Unit 8: Qualitative Data Analysis

1. Content analysis and thematic analysis
 2. Coding procedures
 3. Triangulation in qualitative research
 4. Introduction to analysis software (NVivo, ATLAS.ti)
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Unit 9: Statistical Software Applications

1. Introduction to SPSS: data entry, variable view, analysis output
 2. Using Microsoft Excel for basic and advanced statistical operations
 3. Graphical representation of data
 4. Interpretation of statistical findings
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Unit 10: Interpretation and Report Writing

1. Meaning and importance of interpretation
 2. Techniques, precautions, and common challenges
 3. Report structure: chapters, tables, figures, appendices
 4. Citation styles (APA/MLA/Chicago), research ethics, and plagiarism avoidance
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Unit 11: Research in Hospitality

1. Nature and characteristics of hospitality research
 2. Research areas: service quality, customer satisfaction, F&B studies, HR, marketing
 3. Trends and emerging topics in hospitality research
 4. Industry-based research, case studies, and fieldwork approaches
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Unit 12: Proposal and Thesis Development

1. Components of a research proposal
2. Writing introduction, objectives, methodology, and references
3. Structure of a thesis
4. Presentation of research findings and defense preparation