



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

HTM 305-3: RESEARCH METHODS IN TOURISM AND HOSPITALITY MANAGEMENT

DATE: 29/11/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS)

- a) State the topic of your 4th year research project (1mk)
- b) Explain the following fundamental levels of measurement scales (8 marks)
 - i) Nominal,
 - ii) Ordinal,
 - iii) Interval
 - iv) Ratio
- c) When performing a literature review there is a checklist for analysing the literature and for helping to determine your own research approach has been suggested by Collis & Hussey (2003). Discuss. (7 marks)
- d) Interviews can be grouped into three main types. Explain the three types of interviews. (3 marks)
- e) There are five types of questionnaire approaches. Explain these FIVE approaches. (5 marks)
- f) Differentiate the following research approaches (6 marks)
 - i. Quantitative vs. Qualitative research

- ii. Applied vs. Basic research
- iii. Deductive vs. Inductive research

QUESTION TWO (20 MARKS)

- a) Describe the two types of research philosophies (4 marks)
- b) Discuss the methodologies used in the two research philosophies named on question TWO (i) (16 marks)

QUESTION THREE (20 MARKS)

- a) Participant observation can present a researcher with a range of advantages and disadvantages (10 marks)
- b) Data Collection as a Participant Observer can be categorized into three main categories. Discuss. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Sampling strategies are divided into two main groups. Discuss. (10 marks)
- b) You are performing a postal and electronic questionnaire issuance. Discuss the techniques that can help improve response rates to postal or electronic questionnaires (10 marks)

QUESTION FIVE (20 MARKS)

- a) Using examples discuss the difference between validity and reliability as used in research (10 marks)
- b) Describe the parts of a research report (10 marks)