



MACHAKOS UNIVERSITY

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

**THIRD YEAR EXAMINATION FOR THE AWARD OF BACHELOR
DEGREE IN BSC. HOSPITALITY AND TOURISM MANAGEMENT**

COURSE: HTM 303: RESEARCH METHODS

Section A: Compulsory

1.
 - a. Differentiate between the following terms (10 Marks)
 - i. Population and sample
 - ii. Conceptual and theoretical frameworks
 - iii. Structured and non structured interview schedule
 - iv. Probability and non probability sampling
 - v. Academic and Non academic Research proposal
 - b. Outline five functions of literature review as used in Hospitality and Tourism Sectors (5 marks)
 - c. Mention factors that affect the choice of a research design (5 Marks)
 - d. Outline five reasons why research is important in the Hospitality and Tourism Industry (10Marks)

Section B: Answer any two questions (40 marks)

2.
 - a. Outline five advantages and disadvantages of simple random sampling (10 marks)

- b. Describe the common literature review problems that most literature review suffers from. (10 marks)
- 3.
 - a.
 - i. Identify a topic of study in the tourism and hospitality sector (4 marks)
 - ii. identify the independent, dependent variable and moderating or intervening variables if any. (3 marks)
 - iii. State 3 objectives of that you would have for the study. (3 marks)
 - b. Describe five disadvantage of using interview schedules as a data collection instrument. (10marks)
- 4.
 - a. Outline the 7 steps of research process that explain how to conduct research in the Hospitality and Tourism industry (14 marks)
 - b. Outline six characteristics of a good research proposal. (6 Marks)
- 5.
 - a. Describe the following terms as used in Data processing. (8 marks)
 - i. Editing
 - ii. Coding
 - iii. Classification
 - iv. Tabulation
 - b. Explain why it is important to observe ethics while conducting research (12 marks)