



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR SPECIAL/SUPPLEMENTARY FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

HTM 303: RESEARCH METHODS

DATE: 25/7/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

QUESTION ONE (30 MARKS)

- 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 (10 marks)

QUESTION TWO (20 MARKS)

- 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)

QUESTION THREE (20 MARKS)

- a) Identify a topic of study in the tourism and hospitality sector (4 marks)
- b) Identify the independent, dependent variable and moderating or intervening variables if any. (3 marks)
- c) State 3 objectives of that you would have for the study. (3 marks)
- d) Describe five disadvantage of using interview schedules as a data collection instrument. (10 marks)

QUESTION FOUR (20 MARKS)

- 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)

QUESTION FIVE (20 MARKS)

- 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)