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**JARAMOGI OGINGA ODINGA UNIVERSITY**

**OF SCIENCE & TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2012/2013**

**2ND YEAR 1ST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF INTERNATIONAL TOURISM**

**(REGULAR)**

**COURSE CODE: BTM 3212**

**COURSE TITLE: RESEARCH METHODS IN TOURISM**

**DATE: 14/8/2013 TIME: 2.00-4.00PM**

**DURATION: 2 HOURS**

**INSTRUCTIONS**

1. **This paper consists of 5 Questions.**
2. **Answer Question 1 (Compulsory) and any other 2 questions.**
3. **Write your answers on the answer booklet provided.**

**QUESTION ONE**

1. Define the term research. (3 marks)
2. What are the objectives of carrying out research in tourism? (6 marks)
3. Name and briefly explain the broad categories of research design. (4 marks)
4. What are some of the limitations of using computers in research? (4 marks)
5. Differentiate between stratified sampling technique and cluster sampling technique. (8 marks)

**QUESTION TWO**

1. What is literature review? (3 marks)
2. Why is literature review important in a business research process? (9 marks)
3. Identify some of the sources of literature. (3 marks)

**QUESTION THREE**

Differentiate between statistical and non-statistical research methods. (15 marks)

**QUESTION FOUR**

1. State and explain the two broad categories of sampling techniques. (4 marks)
2. The sampling method(s) adopted in a research process will depend on the nature of the research and characteristics of the population. Explain with reference to this statement, the key attributes that a well-designed sampling technique should have. (4 marks)
3. State the meaning, purpose and justification of the following sampling techniques:
4. Simple random. (4 marks)
5. Systematic sampling. (3 marks)

**QUESTION FIVE**

1. Differentiate between document analysis and questionnaire as data collection techniques.

(4 marks)

1. State and explain the key areas that a sound questionnaire design should focus on.

(11 marks)

**QUESTION SIX**

1. What is data coding? (3 marks)
2. Explain the importance of the following statistical measures in the data analysis process:
3. Arithmetic mean (2 marks)
4. Range (3 marks)
5. Define the following computer concepts as used in business:
6. The internet (2 marks)
7. The intranet (2 marks)
8. LAN (2 marks)
9. GIGO (2 marks)

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