



**MURANG'A UNIVERSITY COLLEGE**

**(A CONSTITUENT OF JOMO KENYATTA UNIVERSITY OF AGRICULTURE)**

**SCHOOL OF HOSPITALITY AND TOURISM**

**DEPARTMENT: HOSPITALITY**

**MAIN EXAMINATION**

**UNIT CODE : 1217**

**UNIT TITLE : RESEARCH METHOD IN HOSPITALITY & TOURISM**

**DATE: 26TH APRIL 2016**

**TIME: 2.00 HOURS**

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**SECTION A ATTEMPT ALL QUESTIONS (30 MARKS)**

**QUESTION ONE**

1. a) Explain the following terminologies
  - i. Population
  - ii. Sampling
  - iii. Variables
  - iv. Instruments
  - v. Data (10 marks)
- b) State five (5) reasons for doing research (5 marks)
- c) Outline the research process (5 marks)
- d) Highlight four (4) considerations in determining the scope of the research (4 marks)
- e) In stating the purpose of the research, the researcher should chose the right terms:  
Enumerate six (6) terms in each of the following
  - i) Subjective Terms
  - ii) Neutral Terms (6 marks)

## **SECTION B ATTEMPT TWO (2) QUESTIONS (40 MARKS)**

### **QUESTION TWO**

2. a) describe the term “research problem” (3 marks)
- b) State five (5) characteristics of a good problem statement (5 marks)
- c) As a researcher you have the overall objective as;  
To investigate the profile for the tourism market in Kenya  
You are required to:
- i) State four (4) specific objectives of your study (4 marks)
- ii) Outline four (4) study questions (4 marks)
- d) State four (4) ethical procedures in research (4 marks)

### **QUESTION THREE**

- a) Describe the following terminologies
- i) Piloting
- ii) Assumptions of the study
- iii) Significance of the study (9 marks)
- b) The size of travel group affects the choice of adventure tourist product
- Formulate
- i) a null hypothesis ( $H_0$ )
- ii) an alternative directional hypothesis (6 marks)
- c) Highlight five (5) limitations of any study (5 marks)

### **QUESTION FOUR**

- a) List six source of Literature review (3 marks)

b) Describe the following research designs

i) Correlation research design

ii) Explorative research design

iii) Survey research design

(9 marks)

c) i) Differentiate between qualitative data and quantitative data

(4 marks)

ii) Highlight four (4) types of questionnaires

(4 marks)