



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

UNIVERSITY ORDINARY EXAMINATION

2018/2019 ACADEMIC YEAR

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR, DIPLOMA IN
HOSPITALITY MANAGEMENT**

DHM 080 – RESEARCH METHODS IN HOSPITALITY AND TOURISM

DURATION: 2 HOURS

DATE:

TIME:

Instructions to candidates:

1. Answer question One and Any Other Two questions
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Outline five advantages of an interview as a research tool (5 marks)
- b) Highlight four reasons for sampling (4 marks)
- c) Describe four factors affecting the selection of a research topic (4 marks)
- d) Distinguish between theoretical framework and conceptual framework as applied in research (4 marks)
- e) Explain five purposes of doing research (10 marks)
- f) Highlight three types of observation (3 marks)

SECTION B - ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Research objectives should be SMART. Discuss this statement with relevant examples (20 marks)

QUESTION THREE (20 MARKS)

- a) Highlight three differences between qualitative and quantitative research (6 marks)
- b) Giving two examples, explain the meaning of primary data sources as applied in research (4 marks)
- c) Explain five benefits of literature review (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain the meaning of the following terms, giving an example in each case (6 marks)
 - i. Alternative hypothesis
 - ii. Null hypothesis
 - iii. Research question
- b) Explain five methods of sampling (10 marks)
- c) Outline four advantages of questionnaires (4 marks)