



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2012/2013
INSTITUTE OF OPEN, DISTANCE AND E-LEARNING

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE IN TOURISM MANAGEMENT**

BTM 351: TRAVEL AND TOURISM RESEARCH

DATE: TUESDAY, 9TH JULY 2013

TIME: 11.00 A.M. – 1.00 P.M.

INSTRUCTIONS:

- 1. Answer ALL questions in SECTION A and ANY TWO questions in SECTION B.**
- 2. All questions in Section B carry equal marks.**
- 3. Kenyatta University regulations regarding examinations apply.**

SECTION A

QUESTION ONE

Discuss the advantages and disadvantages of using the different approaches towards probability and non-probability sampling methods. (30 marks)

SECTION B

QUESTION TWO

Explain factors that you would consider while choosing a research topic. (20 marks)

QUESTION THREE

Qualitative research is an approach to research that produces findings through means other than statistical analysis or any other means of quantification. Discuss the FIVE characteristics of qualitative research. (20 marks)

QUESTION FOUR

The growth of the tourism industry has led to an increased need for tourism information and subsequently the research has become an integral part of the industry. Discuss SEVEN roles research could play in the tourism industry. (20 marks)

QUESTION FIVE

Explain different factors that a researcher would consider while reviewing literature. (20 marks)

QUESTION SIX

Explain the various threats towards the validity and reliability of research instruments in social studies clearly indicating how a researcher can deal with these threats. (20 marks)
