



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2008/2009

INSTITUTE OF OPEN LEARNING

**EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN TOURISM
STUDIES**

TSA 201: STATISTICS IN TOURISM II

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DATE: THURSDAY 18TH FEBRUARY 2010	TIME: 11.00 A.M. – 1.00 P.M.
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INSTRUCTIONS

Answer ALL Questions.

Illustrations should be given where appropriate.

1. a) Define the following terms and concept:
 - i) Random event
 - ii) Tourism variable
 - iii) Combination
 - iv) Probability distribution
 - v) Residual time
- b) Why should an hypothesis be tested?
2. Discuss some of the major Tourism variables and nature of related data.
3. State the components of a time series and discuss why time series analysis is relevant in Tourism data analysis.

4. a) Distinguish
 - i) Combination from permutation
 - ii) Characteristics from variable
 - iii) Significance from confidence level

5. Discuss statistical techniques for analyzing the relationship between tourism variables of your choice.

6. a) State the conditions for a binomial experiment.
 b) What is a Poisson Model?
 c) A Tourism firm claims that the mean number of telephone calls received in any interval of half an hour in any day is 4.5. If telephone calls are distributed according to Poisson distribution, determine:
 - i) the probabilities of receiving 0, 1,2,3,4,5 telephone calls
 - ii) the probability of receiving 2 or 3 or 5 telephone calls
 - iii) the probability of receiving at least 2 or 5 telephone calls.