



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2008/2009

INSTITUTE OF OPEN LEARNING

EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN TOURISM
STUDIES

TSA 202: INTRODUCTION TO RESEARCH METHODS

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DATE: FRIDAY 19TH FEBRUARY 2010

TIME: 2.00 P.M. – 4.00 P.M.

INSTRUCTIONS

Answer QUESTION 1 and any other TWO questions.

1. Write short notes on the following: (30 marks)
 - a) Sample and population
 - b) Descriptive Statistics and Inferential Statistics
 - c) Continuous and discrete data
 - d) Independent and dependent variables
 - e) Deductive reasoning and inductive reasoning

2.
 - a) What is research? (4 marks)

 - b) Explain the following types of sampling. (16 marks)
 - i) Simple Random Sampling
 - ii) Systematic Sampling
 - iii) Stratified Random Sampling
 - iv) Cluster Sampling

3. Given the dataset below, calculate the mean, the median and the mode. Show your workings. 4, 6, 8, 6, 7, 8, 8. (20 marks)
4. a) State four types of data collection methods used in research. (4 marks)
b) Explain any six reasons why statistical methods are significant in research. (16 marks)
5. Discuss the steps of conducting research as suggested by John Dewey. (20 marks)
6. a) What is measurement as used in research? (4 marks)
b) Explain the four levels of measurement. (16 marks)