



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2011/2012
SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
PHILOSOPHY IN HOSPITALITY AND TOURISM

HTM 303: RESEARH METHODS

DATE: Thursday 27th March, 2012

TIME: 4.30-6.30 p.m.

INSTRUCTIONS

Answer ALL Questions in SECTION A and any other in SECTION B

SECTION A:

- .Q.1) Explain the types of research and their applicability in hospitality and tourism research. (5 marks)
- Q.2) Highlight five qualities of a good research topic. (5 marks)
- Q.3) Discuss four challenges faced in specific objective formulation. (4 marks)
- Q.4) Give three disadvantages of simple random sampling in research. (6 marks)
- Q.5) Differentiate between case study design and cross cultural research design. (5 marks)
- Q.6) Give the steps in formulating a questionnaire for tourist destination research. (5 marks)

SECTION B:

- Q.7) Write a detailed account on the development and writing a research proposal. (20 marks)
- Q.8) discuss the factors to ensure when formulating research instruments. (20 marks)
- Q.9) Discuss the importance of review of related literature in research. (20 marks)
- Q.10) Give the components of a research report giving details of what each Section entails. (20 marks)
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