



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

**FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE
(HOSPITALITY AND TOURISM)**

PUC 800: RESEARCH METHODS IN HOSPITALITY AND TOURISM

DATE: SATURDAY 16TH DECEMBER 2017

TIME: 2.00 P.M. – 5.00 P.M.

INSTRUCTIONS

Answer any THREE questions

1. Explain the following research designs (20 marks)
 - a) Exploratory design
 - b) Descriptive design
 - c) Comparative (analytical) design
 - d) Experimental studies design
 - e) Quasi-experimental design
2. Describe any 5 sampling techniques that can be applied in social sciences (20 marks)
2. Distinguish between the following terms as applied in research (20 marks)
 - a) Validity and reliability
 - b) Sample and population
 - c) Probability and non probability sampling techniques
 - d) Null and alternative hypothesis
4. Compare and Contrast ‘qualitative’ and ‘quantitative’ methods as applied in research.
Give relevant examples for each case (20 marks)