



KENYATAA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

**SECOND SEMESTER EXAMINATION FOR DIPLOMA IN TOURISM
MANAGEMENT**

BTM 058: INTRODUCTION TO RESEACH METHODS IN TOURISM

DATE: Monday, 18th June 2018

TIME: 11.00a.m-1.00p.m

INSTRUCTIONS:

ATTEMPT ALL QUESTIONS

1. Explain any FIVE purposes of research (10 marks)
2. Explain the importance of carrying out literature review in a research process and outline any FIVE sources of literature. (20 marks)
3. Differentiate, giving relevant examples, between the following (20 marks)
 - i. Quantitative and qualitative approaches in research.
 - ii. Probability and non-probability sampling methods.
4. Describe various sources of bias in data collection and ways of preventing such bias. (10 marks)