

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**END OF SEMESTER TWO EXAMINATIONS FOR THE AWARD OF DOCTOR
OF PHILOSOPHY IN HOSPITALITY MANAGEMENT**

PHOM 951: ADVANCED QUALITATIVE RESEARCH DESIGNS AND ANALYSIS

STREAMS: STREAM (PHOM) Y1B2

TIME: 3 HOURS

DAY/DATE: TUESDAY 20/7/2021

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS

- Answer **ALL** the questions in Section A
- Choose **ANY TWO** questions in Section B

SECTION A: (20 MARKS)

1. Highlight the difference between the positivist, interpretivist and grounded theory research approaches (6 marks)
2. Briefly explain the difference in criteria of undertaking hospitality research review using the systematic and the critical theory methods (4 marks)
3. Describe the difference between Cohort research design and quasi experimental research design (5 marks)
4. Briefly explain the main challenges associated with ethnographic studies in hospitality research reviews (5 marks)

SECTION B: (40 MARKS)

5. Discuss any 5 supply-centered theories that can be used in hospitality research (20 marks)
6. Variability has been reported to be the most important issue when comparing qualitative data collected from several geographical areas. Addressing this requires a vast knowledge of

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qualitative analysis. Discuss 5 main methods that can be used in analyzing data sourced from a panel study (20 marks)

7. Remarkable research advances have been made on local challenges facing hospitality business in Kenya. These have informed local and national policy making initiatives. However, very few attempts have been made to relate local business growth challenges with regional and international development goals. While regional and global data is availed by international organizations many researchers lack essential analytical skills when dealing with big data. Explain the main data management and analytical concerns that arise from handling meta data (20 marks)
 8. Explain the differences between the steps of performing cluster analysis and steps of doing factor analysis using any of your chosen statistical package (20 marks)
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