CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF HOTEL MANAGEMENT

BCHM 381: HOSPITALITY RESEARCH METHODS

STREAMS: BCHM Y3S1   **TIME: 2 HOURS**

DAY/DATE: TUESDAY 11/12/2018   **2.30 P.M. – 4.30 P.M.**

INSTRUCTIONS:
- **Answer all questions in SECTION A and any other TWO in SECTION B.**
- **Do not write anything on the question paper.**

SECTION A: (30 MARKS)

1. Differentiate between the following;

    (i)   Qualitative and quantitative research   (2 marks)

    (ii) Unit of analysis and unit of observation   (2 marks)

    (iii) Research methods and research methodology   (2 marks)

2. Explain four benefits of research in the hospitality industry.   (4 marks)

3. Describe four different types of questions that can be used when developing a questionnaire.   (4 marks)

4. Describe three unbiased methods of sampling that a researcher may use.   (6 marks)

5. Explain two types of errors that occur in hypothesis testing and how they occur.   (4 marks)

6. Using the APA referencing format, indicate how the following reading materials would be cited within text and on the list of references;

      (i)   Seventh edition of a book titled 'Service Marketing' by Christopher Lovelock and Jochen Wirtz. Published in 1996 by Prentice Hall Publishers in New Jersey.

(3 marks)

      (ii)   A journal article published in the Journal of Operations Management, volume 4 issues 3 page 12-30. Title of article 'Capacity Management Issues in Sarova Hotels' authored by Agnes Kyalo, Simon Mwangi, Salama Chebet. (3 marks)

SECTION B: (40 MARKS)

7.   Discuss the contents of a well-written research report.   (20 marks)

8.   (a)   Describe the various descriptive statistics that can be used in data analysis.

(10 marks)

      (b)   Describe the main types of research designs.   (10 marks)

9.   (a)   Discuss the main challenges facing research and implementation of research findings in the field of hospitality.   (12 marks)

      (b)   Discuss the major ethical issues in research.   (8 marks)