

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA/EMBU

**SECOND YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN TOURISM
AND HOTEL MANAGEMENT**

DTHM 0281: TOURISM RESEARCH METHODS

STREAMS: DTHM Y2S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 23/03/2021

2.30 P.M- 4.30 P.M

INSTRUCTIONS:

Answer all questions in section A and any two questions in section B

Do not write on the question paper

SECTION A: (30 MARKS)

1. Briefly explain six aims of conducting research in tourism. [6 marks]
2. Briefly explain six purposes of undertaking literature review in research. [6 marks]
3. Highlight six attributes of a good research topic. [6 marks]
4. Briefly explain six factors considered by a researcher when formulating research objectives. [6 marks]
5. Briefly explain three types of probability sampling. [6 marks]

SECTION B: (40 MARKS)

6. (a) Discuss six qualities of a good research. [12 marks]
(b) Explain four major categories of research in tourism. [8 marks]
7. (a) Discuss five sources of tourism research ideas. [10 marks]

(b) Explain five types of research designs that can be adopted by a researcher.

[10 marks]

8. Discuss the advantages and disadvantages of using questionnaires during data collection.

[20 marks]
