

CHUKA



UNIVERSITY

SUPPLEMENTARY / SPECIAL EXAMINATIONS

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

DTHM 0281: TOURISM RESEARCH METHODS

STREAMS: (DTHM, Y2 S1)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 18/11/2020

5.00 P.M - 7.00 P.M.

INSTRUCTIONS:

- Answer all questions in section A and Any other two choose two questions in section B
- Cheating is not allowed

SECTION A: (30 MARKS)

1. Briefly describe four objectives of research (4 Marks)
2. Briefly highlight the main characteristics of qualitative research (5 Marks)
3. Briefly describe the Coholt research design (6 Marks)
4. Highlight the criteria of undertaking stratified random sampling during tourism research (5 Marks)
5. Describe the functions of validity tests in data collection instruments (5 Marks)
6. Describe 5 ethical procedures required in tourism research (5 Marks)

SECTION B: (40 MARKS)

7. Discuss the process of data management before analysis is done (20 Marks)
 8. Explain the main statistical procedures used in descriptive research (20 Marks)
 9. Discuss the method for ensuring data variability during analysis (20 Marks)
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