

CHUKA



UNIVERSITY

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CHUKA/EMBU CAMPUS

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN TOURISM AND
HOSPITALITY MANAGEMENT**

DHTM 0281: TOURISM RESEARCH METHODS

STREAMS: DTHM Y2S1

TIME: 2 HOURS

DAY/DATE: MONDAY 27/09/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS

- Answer all questions in section A and any Three in section B
- Do not write on the question paper

SECTION A: (30 MARKS)

1. Briefly explain SIX attributes of a good research topic. (6 marks)
2. Briefly explain THREE types of interviews applicable in tourism (6 marks)
3. Briefly explain SIX reasons why literature review is important in our research. (6 marks)
4. State SIX considerations when formulating objectives of a quality research. (6 marks)
5. Briefly explain SIX qualities of a good research. (6 marks)

SECTION B (40 MARKS)

6. Explain the various steps of developing a good research proposal relevant in tourism and hotel industry. (20 marks)
7. a) Explain in details FOUR types of research. (8 marks)
b) Discuss TEN qualities of a good researcher. (12 marks)

8. a) Explain in details probability and non-probability sampling techniques. (12 marks)
b) Discuss the potential source of collecting primary data. (8 marks)

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