

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
TOURISM AND HOSPITALITY MANAGEMENT**

**BTHM 471: RESEARCH METHODS**

**STREAMS: BTHM (Y4S1)**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 04/12/2018**

**8.30 A.M. – 10.30 A.M.**

**INSTRUCTIONS:**

- **Answer ALL questions in section A and any other TWO in section B.**
- **Do not write anything on this paper.**

**SECTION A (30 MARKS)**

1. Suppose you need to carry out research in the area of tourism, briefly explain five ways of getting a suitable research topic. (5 marks)
2. Describe five characteristics of a good research design. (5 marks)
3. Briefly explain five types of biases in research and how they can be avoided. (5 marks)
4. Highlight five characteristics of a good hypothesis. (5 marks)
5. Discuss five reasons why literature review is important in research. (5 marks)
6. Briefly explain five factors affecting reliability of a research instrument. (5 marks)

**SECTION B (40 MARKS)**

7. Suppose you are required to carry out a research study on a specific topic or issue. Discuss ten (10) features you would work on to ensure that you produce a high quality research report. (20 marks)
8. Discuss in detail ethical issues to be considered in a research study. (20 marks)

9. Discuss sampling strategies used in qualitative research. (20 marks)
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