

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**DTHM 0281: TOURISM RESEARCH METHODS**

**STREAMS: DTHM Y2S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 13/12/2018**

**8.30 AM. – 10.30 A.M**

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**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. Explain three purposes of research in tourism and hospitality. [6 marks]
2. Define the following research terms:
  - (i) Population
  - (ii) Sample
  - (iii) Data
3. State three types of research. Give an example of each. [6 marks]
4. Briefly describe two classes of statistics that are applied in a research study. Give examples [6 marks]
5. Briefly explain two types of research variables and cite an example. [6 marks]

**SECTION B (40 MARKS)**

6. Discuss ethical issues that one should consider in research. [20 marks]
7. (a) With the aid of a diagram, describe three common types of graphs that a researcher may use for data presentation. [12 marks]  
(b) Describe four techniques of sampling that are applied in a research study. [8 marks]

8. Explain the stages in the research process.

[20 marks]

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