

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
EMBU CAMPUS**

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

DTHM 0281: TOURISM RESEARCH MWTETHODS

STREAMS: DTHM Y2S2

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/12/2019

2.30 P.M – 4.30 P.M

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. Briefly explain six purpose of conducting research. [6 marks]
2. Briefly explain three types of research problems. [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. [8 marks]
7. (a) Discuss five sources of research design that can be adopted by a researcher. [10 marks]
8. (b) Explain five types of research design that can be adopted by a researcher. [10 marks]
8. Discuss the advantages and disadvantages of using focus group discussions during data collection. [20 marks]

