
CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DTHM 0281: RESEARCH METHODS

STREAMS: DIP DTHM Y2S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 8/08/2019

11.30 A.M - 1.30 P.M.

INSTRUCTIONS

- Answer all Questions in Section A
- Choose two Questions in Section B
- Cheating is Not Allowed

SECTION A: 30 MARKS

1. Differentiate between exploratory research and explanatory research. (3 marks)
2. Distinguish between interpretivist and positivist approaches of research. (3marks)
3. Read the following statement of the problem to answer the preceding questions.

Many hotels in Thika Town have often used manual reservation systems to book for accommodation which has resulted to lack of access by international guests. Consequently, this has reduced guest numbers and potential sales. If this is not urgently addressed there will be high loss of sales by the hotels. Use of internet reservation systems is likely to enhance guests' access, numbers and sales which the current research focuses on.

- a. Suggest a suitable title for the study. (3 marks)
- b. Develop two objectives for the study. (5 marks)
4. Develop a conceptual framework for the study mentioned in Q3 above. (5 marks)
5. Explain various types of literature reviews applicable in hospitality research. (6 marks)
6. Suggest a topic of your own and explain a suitable research design for it. (5 marks)

SECTION B: 40 MARKS

7. Discuss the hindrances to quality tourism research in Kenya. (20 marks)
 8. Explain the data analysis procedures that you would use for your selected research in Q6. (20 marks)
 9. Discuss various ethical procedures that should be followed in scientific research. (20 marks)
-