

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF HOTEL MANAGEMENT

BCHM 381: HOSPITALITY RESEARCH METHODS

STREAMS: BCHM Y3S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 06/12/2019

11.30 AM – 1.30 PM

INSTRUCTIONS:

- **Read the instructions in each section**
- **Switch off your Mobile Phones**
- **Cheating is not allowed**

SECTION A (Answer All Questions in this Section) (30 Marks)

1. Briefly explain the difference between ontology and epistemology. (4 marks)

2. Read the following research problem and answer the question that follow:

Fast food operations in Kisumu city have over relied on advertisement as the main promotional strategy. While this initiative has substantially enhanced their sales, it has failed to fully support their corporate image. Consequently, this has resulted to decline market share while minimizing their competitive advantage. Use of public relations strategy is anticipated to fill this gap.

- a. Develop a suitable title for the above problem. (3 marks)
 - b. Develop 2 objectives for this study. (4 marks)
 - c. Develop a conceptual framework for the above study in question 1. (5 marks)
3. Read the following research topic and answer the following questions
Impact of Smart Card system installation on operations costs, guest security levels and accommodation demand in Embu town hotels.

- a. Identify and explain the independent and dependent variables in the above title. (3 marks)
- b. Explain a suitable theoretical framework for the study. (5 marks)
- c. Describe a suitable research design for the study. (3 marks)
4. Briefly explain the criteria for undertaking factorial quasi- experimental research design using the title “ *Effect of mixing chocolate, vanilla and strawberry essence on the quality of cakes in Chuka University training restaurant.* (4 marks)

SECTION B (Choose Two Questions in this Section) (40 Marks)

5. a. Describe the main probability sampling methods in hospitality research. (10 marks)
- b. Develop a questionnaire for the study “*Effectiveness of customer relationship management systems on guests’ choices and purchase incidences in Nakuru town*”. (10 marks)
7. a. Explain two qualitative analytical methods used for hospitality data. (10 marks)
- b. Explain two quantitative methods applied in hospitality data analysis. (10 marks)
8. Discuss the ethical considerations while undertaking hospitality research. (20 marks)
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