

CHUKA



UNIVERSITY

UNIVERSITY SUPPLEMENTARY/SPECIAL EXAMINATIONS.

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE BACHELOR OF CATERING AND HOTEL MANAGEMENT, BACHELOR OR ECOTOURISM AND HOSPITALITY MANAGEMENT

BCHM 300: RESEARCH METHODS

STREAMS: BCHM/BECO Y3S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 26/07/2018

5.00 P.M - 7.00 P.M

INSTRUCTIONS

- Answer all questions in section A
- Choose two questions from section B

SECTION A: ANSWER ALL THE QUESTIONS - [30 MARKS]

1. Describe the principles of research in tourism and hospitality [4 Marks]
2. Highlight the main paradigms of tourism and hospitality research [3 Marks]
3. Read the following statement of the problem to answer the questions that follow'
Over-reliance on manual reservation systems has resulted to inefficient front office operations while causing revenues decline. If this is not urgently addressed it will further cause hotel losses while lowering the competitive advantage
 - a. Suggest a suitable title for the study [3 Marks]
 - b. Develop three research objectives for the study [3 Marks]
 - c. Develop a conceptual framework for the study [3 Marks]
4. Read the following titles and suggest suitable research designs for the studies
 - a. Impact of Biometrics technology adoption on security levels in Nairobi's 5 star Hotels [3 Marks]
 - b. Effects of Guests' expenditures on Hotel Sales in Meru Town: A Rural - Urban Comparison [3 Marks]
 - c. Effect of food poisoning incidences on hotels Image in Busia County [3 Marks]

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5. Briefly explain how Multiple Linear Regression is carried out using SPSS software [5 Marks]

SECTION B: [ANSWER TWO QUESTIONS IN THIS SECTION- [40 MARKS]

6. a. Explain Various instruments that are applied in data collection [10 Marks]
- a. Discuss various statistical methods of testing data reliability [10 Marks]
7. a. Explain the various procedures for conducting factor analysis in tourism research [10 Marks]
- b. Explain the ways of making data comparison during analysis [10 Marks]
8. Critically explain the process of literature review in tourism research [10 Marks]
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