

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAM

THIRD YEAR EXAMINATION FOR THE AWARD OF BACHELOR OF CATERING
AND HOTEL MANAGEMENT

BCHM 300: BTOM 381/ BTHM 471: RESEARCH METHODS

STREAMS: BCHM (Y3S2)

TIME: 2 HOURS

DAY/DATE: THURSDAY 13/9/2018

8.30 A.M. – 1.30 P.M.

INSTRUCTIONS: Answer all questions in Section A, choose two questions in Section B

SECTION A

1. Distinguish between epistemology and ontology (3 marks)
2. Characterize the distinction between interpretivist and positivist approaches in research (3 marks)
3. Develop a research topic of your own and indicate the independent and dependent variables (3 marks)
4. Write 3 objectives for the study (3 marks)
5. Develop a conceptual framework for the study (4 marks)
6. Explain the significance of the above study (4 marks)
7. Outline the differences between cohort research design and longitudinal research design (4 marks)
8. Explain the methods of validating data in the process of research (4 marks)
9. Describe the criteria of testing hypothesis during data analysis (3 marks)

SECTION B

BCHM 300: BTOM 381/ BTHM 471

10. Explain various conventional supply theories applicable in tourism and hospitality research (20 marks)
11. a. Discuss the methods of testing data variability during research (10 marks)
- b. Explain the process of carrying out regression analysis (10 marks)
12. Explain the criteria of using ANOVA during data analysis (20 marks)
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