CHUKA   **UNIVERSITY**
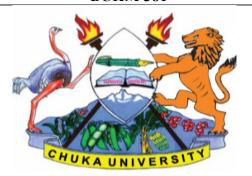
UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF HOTEL MANAGEMENT

BCHM 381: HOSPITALITY RESEARCH METHODS

STREAMS: (BCHM) Y3S1   **TIME: 2 HOURS**

DAY/DATE: WEDNESDAY 18/11/2020   **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
- Cheating is not allowed

SECTION A: (30 MARKS)

1. Using a well labeled diagram formulate a problem tree illustrating relationships between symptoms and causes of problem of your choice   (3 marks)

2. Develop a suitable title for the problem detailed in question 1 above   (3 marks)

3. Describe the main characteristics of a coholt research design   (4 marks)

4. Describe the criteria of applying multi-stage cluster sampling   (4 marks)

5. Briefly explain the measures of ensuring data reliability   (5 marks)

6. Explain the comparative advantage of undertaking a census rather than choosing a representative sample   (5 marks)

7. Describe the main activities carried out when undertaking a structured interview

(6 marks)

SECTION B: (40 MARKS)

8. Discuss the criteria of undertaking cluster analysis   (20 marks)

9. Explain the methods of testing data variability when undertaking qualitative data analysis   (20 marks)

10. Discuss the ethical considerations observed in hospitality research   (20 marks)