

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN TOURISM AND HOTEL
MANAGEMENT

DTHM 0281: RESEARCH METHODS

STREAMS: DTHM (Y2S2)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 23/04/2025

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS

- Answer all questions in section A and any other TWO questions in section B.
- Do not write on the question paper.

SECTION A: 30 MARKS

- Q 1.
- a) Explain three main objectives of research (3 marks)
 - b) Name three research methods to acquire knowledge about a phenomenon (3 marks)
 - c) State and explain three types of variables to consider in the conceptual framework (3 marks)
 - d) Using a relevant example, explain action research (3 marks)
 - e) Using relevant examples differentiate quantitative from qualitative research approaches (6 marks)
 - f) Highlight all sections of the systematic literature review (6 marks)
 - g) State two types hypothesis and their reason for use in research (6 marks)

SECTION B: 40 MARKS

- h) Discuss seven ethical issues to observe during data collection and reporting. (20 marks)
- i) a. Discuss six key aspects considered when writing the section of research design (12 marks)

b. Discuss four types of probability sampling (8 marks)

Q8a. Discuss six problems of budget that may delay or deny approval for funding (12 marks)

Q8b. Discuss the scope of the research section in research proposal writing (8 marks)

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