



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM J09)

RESEARCH METHODS

END OF SEMESTER EXAMS

SERIES: APRIL, 2010.

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **TWO** sections **A** and **B**.
2. Answer **ALL** questions from Section **A** and any **TWO** questions from Section **B**.

SECTION A
(Answer **ALL** questions.)

- Q.1 (a) Define the following terms:
- (i) Research
 - (ii) Research methods
 - (iii) Sample
 - (iv) Data
 - (v) Hypothesis. (10 marks)
- (b) Differentiate between the following:
- (i) Primary data and secondary data.
 - (ii) Dependent variable and independent variable.
 - (iii) Pure research and applied research. (12 marks)
- (c) (i) Give **FIVE** research methods/designs used in tourism research. (5 marks)
- (ii) Apart from research, state other **THREE** methods of acquiring knowledge. (3 marks)

SECTION B
(Answer any **TWO** questions)

- Q.2 (a) Describe **FOUR** methods of probability sampling. (12 marks)
- (b) Differentiate between convenience sampling and snowball sampling. (6 marks)
- (c) In which **TWO** ways is research important in tourism. (2 marks)
- Q.3 (a) Outline **SIX** ethical considerations in research. (6 marks)
- (b) State **THREE** advantages and **THREE** disadvantages of using questionnaires as a research tool. (8 marks)
- (c) Describe **FOUR** methods of collecting data other than using questionnaires. (8 marks)
- Q.4 (a) Discuss any **FOUR** methods of analyzing data. (12 marks)
- (b) Highlight the **FOUR** significances of carrying out a thorough literature review when conducting research. (8 marks)

- Q.5 (a) Differentiate between the following, giving examples in each case.
- (i) Research proposal and project proposal. (6 marks)
 - (ii) Open-ended and closed-ended questions. (6 marks)
- (b) Outline the components of a research proposal. (6 marks)
- (c) What does the term “population” mean in tourism research? (2 marks)