



UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF THE
DEGREE OF MASTER OF TOURISM AND HOSPITALITY MANAGEMENT
SECOND SEMESTER 2023/2024
[JANUARY - APRIL, 2024]**

**MTOHM 720: ADVANCED RESEARCH METHODS AND TECHNIQUES IN
TOURISM AND HOSPITALITY MANAGEMENT**

STREAM: Y1 S2

TIME: 3 HOURS

DAY: WEDNESDAY, 9.00 – 12.00 P.M.

DATE: 29/05/2024

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer Questions ONE and any other THREE Question.***

QUESTION ONE (30 MARKS)

- a) A research title conveys the message of what a research proposal is about. Discuss the criteria that a good research title should satisfy. **(5 Marks)**
- b) Research can be classified into various perceptions. Discuss any four types of research. **(5 Marks)**
- c) As a researcher you will conduct research about a group of people, it's rarely possible to collect data from every person in that group. To draw valid conclusions from results, it is important that you will select a sample that is representative of the group as a whole. What considerations should you make when selecting a sampling method. **(5 Marks)**
- d) Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success. Discuss any four business research designs. **(5 Marks)**
- e) Data collection is an important step in any research process. The instrument a researcher chooses to collect data will depend on the type of data you plan to

collect (qualitative or quantitative) and how you plan to collect it. Explain any four research Instruments for data collection. **(5 Marks)**

- f) Once a researcher has collected data, the next step is to get insights from it. Data analysis is how researchers go from a mass of data to meaningful insights. There are many different data analysis methods, depending on the type of research. Show the steps to follow in analyzing quantitative and qualitative data in research. **(5 Marks)**

QUESTION TWO

- a) When sampling process is well conducted, it helps in understanding the characteristics of the sample subjects. Outline the limitations of sampling. **(5Marks)**
- b) Response rates for face-to-face interviews are typically in the 75% range, and for mail surveys 10% is considered good in some marketing surveys. It is noteworthy that a high response rate is essential to reliable statistical inference. Outline some of the strategies you can apply to increase your response rate. **(5 Marks)**

QUESTION THREE

- a) Discuss the conditions that should be satisfied in order to apply stratified random sampling **(5 Marks)**
- b) Using a suitable example, distinguish between moderation and mediation relationships among variables. **(5 Marks)**

QUESTION FOUR.

- a) What are the principles to follow to construct a good questionnaire. **(5Marks)**
- b) Sometimes it's not easy to get back all the questionnaires distributed to the respondents when conducting research studies. Discuss the factors affecting the percentage of returned questionnaires. **(5 Marks)**

QUESTION FIVE

- a) To eliminate any ambiguity in written work and research, all relevant variables in research must be operationalized so that they can be measured and/or expressed quantitatively or qualitatively. Discuss the process of operationalization of research variables. **(5 Marks)**
- b) With examples, discuss some of the important appendices that the researcher may wish to include in their report to provide evidence or for clarity **(5 Marks)**