



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, HOSPITALITY AND LEISURE  
STUDIES**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 3132-1**

**COURSE TITLE: RESEARCH METHODS**

**DATE: 9<sup>TH</sup> DECEMBER, 2022**

**TIME: 1430-1630**

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**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section **A** and any other **TWO** in section **B**.

*This paper consists of 2 printed pages. Please turn over*

## **SECTION A (20 marks)**

1. A). Using the APA citation system, give examples of standard reference formats for the following published materials that should be used in bibliographies
  - I. One author of a book **(2marks)**
  - II. Scholarly journal article, one author **(2marks)**
  - III. Newspaper article **(2marks)**
- B) Explain various literature review directions that you can pursue to ensure your chapter two flows seamlessly without confusion **(4 marks)**
- c) Explore qualities of an effective sample that one needs to consider when carrying out a study **(5 marks)**
- d) Explain the merits of using Case Study research design over any other research design **(5 marks)**

## **SECTION B (30 marks)**

2. Critically analysis major threats to internal validity that as a researcher you should be aware of. **(15 marks)**
- 3A). As a student of tourism and hospitality, describe to your comrades some of the basic ethical issues one needs to follow in research. **(10 marks)**
- 3B). Outline the principles that influence sample size of any given research work. **(5 marks)**
4. A researcher is interested in establishing Tourist satisfaction with movie induced tourism in selected movies filmed in Kenya. One way of finding out about this is to ask tourist visiting filming location to fill out a questionnaire. In this way they will be able to express their expectations before visit and experience during the visit and whether they were satisfied or dissatisfied without having to talk about it.
  - i. Outline two advantages and two disadvantages of using a questionnaire in this study **(4 marks)**
  - ii. Give two strength and two weaknesses of using interviews instead of questionnaire **(4 marks)**
  - iii. Describe what is meant by semi structured interview **(2 marks)**
  - iv. Why would unstructured observation not be appropriate for this study **(5 marks)**
5. Discuss different characteristics of qualitative research design as stipulated by Bogdan and Biklen (1992). **(15 marks)**

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