CHUKA UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF BACHELOR OF SCIENCE IN ECOTOURISM AND HOSPITALITY MANAGEMENT

NARE 371: RESEARCH METHODOLOGY

STREAMS: BSC (ECOT) Y3S1 **TIME: 2 HOURS**

DAY/DATE: FRIDAY 19/12/2014 **2.30 PM – 4.30 PM**

INSTRUCTIONS:

- **Answer all questions in section A and any two in section B**
- **Do not write on the question paper**

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION (30 MARKS)

1. Explain the following terms used in research

   (a) Sample [2 marks]
   (b) Null Hypotheses [2 marks]
   (c) Statistical inference [2 marks]

2. Briefly explain how research contributes to knowledge. [4 marks]

3. Explain any four sampling methods [4 marks]

4. Differentiate between the following variables using examples;

   (a) Quantitative and qualitative variables [2 marks]
   (b) Independent and dependent [2 marks]
   (c) Discrete and continuous variables [2 marks]

5. (a) When is the value of a statistics said to be statistically significant [2 marks]

   (b) Under what conditions would a researcher use the following test statistics;

   (i) Chi square [2 marks]
   (ii) t-test [2 marks]

(iii) z-test [2 marks]
(iv) f-test [2 marks]

SECTION B: ANSWER ANY TWO QUESTIONS IN THIS SECTION

6. Giving examples, describe the main formal research designs. [20 marks]

7. Discuss the research process. [20 marks]

8. (a) What is regression? [2 marks]

(b) A researcher obtained the following data relating to input and output on a hotel enterprise

Input costs in Thousand		10	12	15	23	20
Output in millions	14	17	23	25	21	

Advice the hotelier on;

(i) Estimated output if the input to the enterprise was increased to ksh. 30,000 [4 marks]

(ii) Estimated input cost required for a target output of ksh 30 million [4 marks]

(c) If a researcher obtained the following weights (kg) of animals in an experiment; 260,192,288,236,330,229,184,384,291 and 242. Calculate

(i) Mean [3 marks]

(ii) Measures of variation [7 marks]
