MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF PURE AND APPLIED SCIENCE

DEPARTMENT OF TOURISM MANAGEMENT

UNIVERSITY ORDINARY EXAMINATION

2017/2018 ACADEMIC YEAR

FIRST YEAR, **FIRST** SEMESTER EXAMINATION FOR DOCTOR OF PHILOSOPHY IN HOSPITALITY AND TOURISM MANAGEMENT

HTH700: ADVANCED QUALITATIVE AND QUANTITATIVE ANALYSIS

DURATION: 2 HOURS

DATE: 25TH APRIL 2018

TIME: 2.00PM – 4.00PM

Instructions to Candidates:

1. Answer **Any Four** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

ANSWER ANY FOUR QUESTIONS (100 Marks)

QUESTION ONE

a) i) The researcher observed the vehicles operating to the hotels in western Kenya. The hotels and population is as indicated in fig. 1.1. Determine the sample size and the percentages in each case   (8 Marks)

Vehicles Operating	Population
Bungoma Hotel	22
Eldoret Hotel	23
Kakamega Hotel	20
Chwele Hotel	21
Kibabii Hitel	25
Bokoli Hotel	20
Total	130

ii) Determine the sample size of the hotel informants as annuity of study in research (5 Marks)

Hotel	Informants
Hotel 1	10
Hotel 2	10
Hotel 3	10
	30

Take:

n = sample size

p = proportion of the test takers who pass item (do)

q = proportion of the test takers who fail (do not)

B = refers to error factor ($\pm10\%$, $\pm20\%$ and $\pm5\%$)

S = 1.645 and S = 1.28

b) i) Discuss the difference of content analysis and text analysis in research.   (6 Marks)

ii) Explain how the interpretation of the information is carried out in the research process.

(6 Marks)

QUESTION TWO

Discuss the steps followed in preparation of the oral defense of a thesis.   (25 Marks)

QUESTION THREE

Explain the qualitative date collection focusing on collection types, advantages and limitations.

(25 Marks)

QUESTION FOUR

Determine the reliability of the instruments used to collect the following data

SN:	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1st Half	17	21	21	18	18	16	19	22	18	19	20	15	17	12
2nd Half	22	17	17	19	19	13	18	18	23	20	19	18	17	17

(25 Marks)

QUESTION FIVE

a) Discuss advantages and limitations of the interview method of data collection   (4 marks)

b) Illustrate the following types of interview methods:

   i.   Structured interview

   ii. Guided interview

   iii. Conversation interview   (6 marks)

c) Discuss any five steps in developing effective questionnaire   (15 marks)