MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT

UNIVERSITY ORDINARY EXAMINATION

FIRST YEAR **SECOND** SEMESTER EXAMINATION FOR MASTERS IN HOSPITALITY MANAGEMENT

MTH 517: QUANTITATIVE & QUALITATIVE ANALYSIS

DURATION: 2 HOURS

DATE:

TIME:

Instructions to Candidates:

1. This examination paper consists of five questions, attempt any four.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

QUESTION ONE (25 Marks)

Discuss the role of philosophy in a research project.   (25 Marks)

QUESTION TWO (25 MARKS)

Kamau a beginning MA student in one of the public universities in Kenya was asked by his supervisor to conduct a review of literature in order to develop an understanding about his topic/area of study. When he submitted his review of literature assignment he was utterly disappointed and assessed it as poor. Kamau was deeply disturbed and did not know what to do. Kamau needs help out of this situation. You as an MA student at Murang'a University of Technology,

   a) Explain to Kamau some of the areas that his review of literature assignment failed.

                                                                                       (15 Marks)

   b) Discuss how Kamau's review of literature can be improved.   (10 Marks)

QUESTION THREE (25 MARKS)

Mr Omondi a second year PhD student at one of the private universities in Kenya was doing a study on the relevance of African traditional education to the Luo community. So he decided to conduct an interview within ethnography as a theoretical perspective to guide his investigation.

Mr Omondi was a great friend and distance relative of his local area chief Mr Ojuang. So Mr Omondi and Mr Ojuang worked out a strategy on how they could involve village elders in the study as participants but did not want to reveal to them about the purpose of the study. Instead, they wanted it to be treated as chief's baraza topic of discussion. Omondi never sought clearance from the university's ethical committee prior to meeting the elders.

During the meeting Ojwang introduced Omondi as a facilitator and not as a student and younger researcher.

During the meeting, Omondi decided to record the event using a video recorder without the elders' permission or rather consent. The meeting commenced at 10.00 am and ended at 3.00 pm. It was well attended and the elders' participation and interaction was superb. But Omondi never made arrangements for any lunch or refreshments and so the elders stayed without food for a long time. Some of them were elderly and could have been diabetic or with other medical conditions.

However, the activities went well and the occasion was a success for Omondi. Omondi was very excited for the outcome of the meeting.

To close the occasion the chief Mr Ojwang thanked the elders for their participation. The chief also thanked Omondi for his facilitation role. Omondi went back to his university and a few days later

began to process the data collected through interview. He transcribed it verbatim and analysed it. He then used the findings for his thesis. He also processed the photos from the video recorder and used some of them in the appendix of his thesis. Below each photo he identified the participants and the area where the study was conducted.

As a MA student of Murang'a University of Technology,

a) Explain any five ethical principles that Omond's study violated. (15 Marks)

b) Discuss any five ethical principles that Omondi's study could have considered. (10 Marks)

QUESTION FOUR (25 MARKS)

A testing lab wishes to test two experimental brands of outdoor paint to see how long each will last before fading. The testing labs make 6 gallons of each paint to test. Since different chemical agents are added in each group and only six cans are involved, these two groups constitute two small populations. The results (in months) are shown below:

Brand A	Brand B
10	35
60	45
50	30
30	35
40	40
20	25

a) Calculate the mean for Brand A and B. (5 Marks)

b) Calculate the variance for Brand A and B (10 Marks)

c) Calculate the standard deviation for Brand A and B (10 Marks)

QUESTION FIVE (25 MARKS)

The table below shows the number of sale calls and copiers sold for 10 sales people (Representatives)

SALE REPRESENTATIVE	Number of	Number of
	Sales Calls	Copier Sold
Tom Keller	20	30
Jeff Hall	40	60
Brian Virost	20	40
Grey Fish	30	60
Susan Welch	10	30
Corlos Raminez	10	40
Rich Niles	20	40
Mike Kiel	20	50
Mark Raynold	20	30
Soni Jones	30	70

a) Present the information in the table above in a scatter plot or diagram.　　　(8 Marks)

b) Determine the Pearson's Correlation Coefficient Value.　　　(15 Marks)

c) Interpret the relationship between the variables i.e. number of sale calls made and the copiers sold.　　　(2 Marks)