



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS & ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF**  
**INTERNATIONAL TOURISM MANAGEMENT**  
**2<sup>ND</sup> YEAR 1<sup>ST</sup> SEMESTER 2015/2016 ACADEMIC YEAR**  
**MAIN CAMPUS**

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**COURSE CODE: BTM 3212**

**COURSE TITLE: RESEARCH METHODS.**

**EXAM VENUE:**

**STREAM: (BITM)**

**DATE:**

**EXAM SESSION:**

**TIME: 2 HOURS**

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**Instructions:**

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

## QUESTION ONE

### CASE ONE

#### SUSTAINABLE TOURISM BUSINESS

Combe House Hotel & Restaurant has identified that the cost of restoring the old Victorian Gardens and developing the fruit and vegetable project has been approximately £12,000. This has brought about an estimated saving of 30% on the fruit and vegetable bill, giving a payback period of approximately 3 years. The activities have also increased the hotel's status by guests as a place which is truly developing its food quality and local sustainability potential. The decision has led to the development of improved soil condition. The soil is now organic and has resulted in a significant increase in the number and varieties of birds and insects. There is less dependence on factory produce, less waste from the kitchens and pests have also reduced by investing in farms, insect- and bird-netting. Growing produce locally has also reduced the need for van deliveries, resulting in a reduction in carbon emissions and traffic congestion on small country roads. As a newly appointed manager of Combe House & Restaurant you would wish to establish customers' perception about the services offered by the organization in order to improve Customer Life Time Value (CLTV).

- a) Give appropriate title of your study clearly identifying independent and dependent variable using a conceptual framework. (10 marks)
- b) Formulate problem statement appropriate to this study. [6 marks]
- c) Formulate three possible research objectives and three possible research questions appropriate to this study. (6 marks)
- d) Which research design would be appropriate for this study? Explain your answer. [4 marks]
- e) Which research instrument will you use to collect data from the respondents? Explain your choice(s). (4 marks)

## **QUESTION TWO**

Explain briefly the following terms used in research

- a) Population (5 Marks)
- b) Sample (5 Marks)
- c) Moderator variable (5 Marks)
- d) Data (5 Marks)

## **QUESTION THREE**

- a) Describe the difference between a conceptual definition and an operational definition. (10 Marks)
- b) Differentiate between problem statement and purpose in a tourism research survey. (10 Marks)

## **QUESTION FOUR**

- a) Identify sources of business literature and explain the role of literature review in tourism research. (20 Marks)

## **QUESTION FIVE**

Discuss five types of ethical observation in a tourism research. (20 Marks)