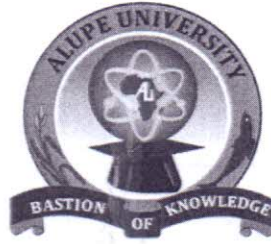


STH311



ALUPE UNIVERSITY

OFFICE OF THE DEPUTY VICE-CHANCELLOR

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

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# UNIVERSITY EXAMINATIONS

## 2025/2026 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER MAIN/REGULAR EXAMINATION

FOR THE DEGREE IN HOTEL AND HOSPITALITY MANAGEMENT

**COURSE CODE: STH 311**

**COURSE TITLE: RESEARCH METHODS**

**DATE: 3/12/2025**

**TIME: 9AM-12**

### INSTRUCTIONS TO CANDIDATES

- SEE INSIDE
- THIS PAPER CONSISTS OF (3) PRINTED PAGES
- PLEASE TURN OVER

## MAIN/REGULAR

## STH 311: RESEARCH METHODS

STREAM: BHM

DURATION: 3 HOURS

**INSTRUCTIONS TO CANDIDATES**

- i) Answer question **ONE** and any other **TWO** questions
- ii) Do not write on the question paper

**QUESTION ONE (Compulsory – 30 Marks)*****Case Study: Ocean Pearl Hotel, Nairobi***

Ocean Pearl Hotel in Nairobi recently adopted a digital marketing strategy that relies heavily on guest data analytics to improve occupancy and customer retention. The management wishes to understand how data-driven decision-making affects hotel performance and seeks to commission a student research team to conduct a full-scale study. As part of the team, you are required to develop a research proposal that will guide the study.

**Required:**

- a) Formulate an appropriate research title for the study. *(2 marks)*
- b) Write a concise problem statement based on the case. *(4 marks)*
- c) State the general purpose and **three (3)** specific objectives of the study. *(5 marks)*
- d) Develop **three (3)** corresponding research questions and three hypotheses linked to your objectives. *(6 marks)*
- e) Identify the independent, dependent, and moderating variables, and explain how each would be measured in the study. *(6 marks)*
- f) Describe the research design most suitable for this study and justify your choice. *(3 marks)*
- g) Outline the data collection methods and instruments you would use and justify their suitability for hospitality research. *(4 marks)*

**QUESTION TWO (20 Marks)**

- a) Define the terms population, sample, and sampling frame, and illustrate each with an example from the hospitality or tourism industry. *(5 marks)*
- b) Explain the main purposes of conducting a literature review in research, showing how it helps shape study direction. *(4 marks)*
- c) Discuss **three (3)** methods of presenting analyzed data in a way that enhances understanding for managers and decision-makers in the hotel sector. *(6 marks)*

d) Identify **three (3)** challenges students face when conducting research in hospitality and suggest practical solutions for overcoming them. *(5 marks)*

**QUESTION THREE (20 Marks)**

a) Differentiate between theoretical and conceptual frameworks and provide relevant examples from hospitality research. *(6 marks)*

b) Explain **four (4)** ethical principles that should guide hospitality researchers when collecting data from human participants. *(4 marks)*

c) Describe **two (2)** probability and **two (2)** non-probability sampling techniques, giving **one (1)** advantage of each in field research. *(5 marks)*

d) Discuss **four (4)** ways of ensuring accuracy and integrity of data during entry and coding and explain why this step is crucial. *(5 marks)*

**QUESTION FOUR (20 Marks)**

a) Explain **three (3)** statistical tools commonly used in hospitality research and indicate the type of data each analyzes. *(6 marks)*

b) Using an example, discuss how a conceptual framework guides data collection and analysis, ensuring alignment with study objectives. *(4 marks)*

c) Briefly describe **four (4)** credible sources of literature and explain why they are preferred in academic hospitality research. *(4 marks)*

d) Evaluate the advantages and limitations of using structured questionnaires for collecting data from guests or staff in hotels. *(6 marks)*

**QUESTION FIVE (20 Marks)**

a) Explain **four (4)** factors that determine the appropriate sample size for a hospitality or tourism research project. *(4 marks)*

b) Outline the main components of a standard research proposal and briefly describe each. *(4 marks)*

c) Compare quantitative and qualitative data analysis, highlighting their suitability for different research objectives. *(6 marks)*

d) Discuss **three (3)** roles of supervisors and two responsibilities of students in maintaining academic integrity throughout the research process. *(6 marks)*

**END OF PAPER**