



# **GRETSA UNIVERSITY - THIKA**

**UNIVERSITY EXAMINATIONS  
JANUARY- APRIL 2025 SEMESTER**

**DIPLOMA IN TRAVEL & TOURISM MANAGEMENT /  
DIPLOMA IN HOTEL & RESTAURANT MANAGEMENT**

**COURSE CODE: DIHM 023**

**COURSE TITLE: HOSPITALITY RESEARCH METHODS**

**DATE: APRIL 2025**

**TIME: 2 HOURS**

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## **INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS COMPULSORY.
2. SECTION B: ANSWER ANY **OTHER TWO** QUESTIONS.
3. DO NOT WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

**CAUTION:** All exam rooms are under CCTV surveillance during the examination period.

**SECTION A: COMPULSORY**

**[30 marks]**

**Question one**

One of the biggest contemporary challenges of management in service industries is providing and maintaining customer satisfaction. Service quality and customer satisfaction have increasingly been identified as key factors in the battle for competitive differentiation and customer retention. Lam and Zhang (1999) claim that overwhelming customer demand for quality products and service has in recent years become increasingly evident to professionals in the tourism industry. Among customer demands, quality service has been increasingly recognized as a critical factor in the success of any business (Gronoos, 1990, Paraswaman et al., 1988). Customer satisfaction is different from perceived service quality. Service quality is the customer's attitude or global judgment of a company's service over time, while customer satisfaction refers to a specific business transaction (Lam and Zhang, 1999). Service management literature argues that customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship - where value equals perceived service quality relative to price and customer's acquisition costs (Blanchard and Galloway, 1994, Heslett et al., 1990) – relative to the value expected from transactions or relationships with competing vendors (Zeithaml et al., 1990). Guest customer cards (GCCs) are now routinely used as guest satisfaction indices by most hotels. In 1998, Gilbert and Hornell conducted a study to analyze customer satisfaction in middle to luxury level hotels in the United Kingdom and compared their findings to a list of “best practice” criteria. Their study provides an extensive literature base and best practice recommendations based on GCCs. Their study also identified a growing number of three to five-star hotels recognizing the importance of effective customer satisfaction surveys to their competitive performance.

a) It is stated above that: “One of the biggest contemporary challenges of management in service industries is providing and maintaining customer satisfaction”.

i) Formulate **ONE (1)** research problem which could be used to determine customer satisfaction in named hospitality service establishment (e.g., hotel, restaurant, amusement park, swimming pool, gym etc) in Thika town. **[5]**

ii) State the **independent** and **dependent** variables in the study; **[5]**

iii) Formulate **ONE** suitable general and **THREE (3)** suitable specific objectives; **[5]**

iv) Use the APA referencing style to re-write the following references cited in the study:

1. Parasunaman, V. Zeithaml, and L. Berry published the article titled: “*SERQUAL: a multiple-item scale for measuring consumer perceptions of service quality*” in vol. 64 number 1 of the *Journal of Retailing* at page12-40. **[5]**

2. J.L. Heskett together with a group of 4 other researchers in 1990 reached the conclusion that: “*Customer satisfaction is the result of a customer’s perception of the value received in a transaction or relationship - where value equals perceived service quality relative to price and customer’s acquisition costs – relative to the value expected from transactions or relationships with competing vendors*”.

Cite this finding as it should appear within the body of the text passage according to the APA system. [5]

- b) Formulate a suitable TITLE for this study [5]

[6x5 marks=30]

**SECTION B: ANSWER ANY TWO [2] QUESTIONS** [2x20=40]

**Question two**

- a) Explain what is understood by the term “Conceptual Framework” in research, [8]  
b) Illustrate the importance of the “Conceptual Framework” by discussing the relevance of the conceptual framework on **four (4)** aspects of research. [12]

[Total=20]

**Question three**

- a) Define the term: “Plagiarism” as understood in research; [5]  
b) List **three (3)** primary, and **three (3)** secondary, sources of data in research, [5]  
c) Interpret the following references, i.e. explain what the separate items mean, in relation to source referencing:  
1. Selltitz, Clair: Jahoda, Marie, Deutsch, Morton and Cook, Stuart W., (1959), *Research Methods in Social Relations*, rev. ed., New York: Holt, Rinehart and Winston, Inc., [5]  
2. Enz, C., (2001). What keeps you up at night? Key issues of concern to lodging managers. *The Cornell Hotel and Restaurant Administration Quarterly*, 42(2), 38-45 [5]

[Total = 20]

**Question four**

- a) List any **four (4)** precautions which need to be taken to reduce error when using a questionnaire. [8]  
b) State **three (3)** advantages and **three (3)** disadvantages of the Questionnaire as a research tool. [12]

**[Total 20 marks]**

**Question five**

- (a) Define the terms “Population” and “sample” as used in research; **[4]**
- (b) Give TWO reasons why sampling is necessary; **[4]**
- (c) By reference to the characteristics of a population, explain the basis of the following techniques of sampling:
- (i) Simple random sampling **[6]**
  - ii) Stratified sampling **[6]**

**[Total 20]**