

REDEEMER'S UNIVERSITY

Ede, Osun State



COLLEGE OF MANAGEMENT AND SOCIAL SCIENCES

DEPARTMENT OF TRANSPORT AND TOURISM STUDIES

COURSE CODE /TITLE TTH 302/ BASIC QUANTITATIVE METHODS IN TOURISM STUDIES

..... SECOND SEMESTER EXAMINATIONS

..... 2015/2016 SESSION

INSTRUCTIONS ON CHOICE OF QUESTIONS TO BE ANSWERED

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

TIME ALLOWED 2 HOURS

1) a) The following data represents the air travel in hours to Abuja for 17 travellers: 1 1 1 1 1 2 2 2 2 2 3 3 3 3 3 5 10. Calculate the standard deviation for the air travel.

b) If in a survey of 692 respondents of men and women as shown in the table below, you are required to determine whether there is a difference in how men and women respond to how they are interested attending attractions and events that deal with history and heritage during their vacation, use chi-square to determine this response.

	Observed frequencies		
History & Heritage	Men	Women	Total
Yes	95	159	254
No	199	239	438
Total	294	398	692

2) The structure of a research proposal consists of seven sections. Discuss in detail.

3) a) Data collection techniques can be broadly categorized into two types. These are *communication type* and *direct observation type*. Elucidate.

b) Briefly explain the following terms and give three sources each:

i) Primary data

ii) Secondary data

4) Data analysis has multiple facets and approaches, encompassing diverse techniques: Elucidate.

5) a) The construction of a questionnaire is paramount to the success of data collection and analysis. Discuss.

b) A researcher sent out 1200 mail questionnaires, but received back 100 with incorrect postal addresses, 100 incomplete questionnaires and 50 refusals to participate, as well as 400 non-returns. Calculate the response rates for the survey.