TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT

BAC 2204: RESEARCH METHODS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- *This paper consists of Two printed pages.*

SECTION A (Compulsory) 30 Marks

QUESTION 1

a) What is research? **(3 marks)**

b) Differentiate between the following:
   i) Probability and non-probability sampling
   ii) Population and sample
   iii) Quantitative and qualitative research
   iv) Primary and secondary data
   v) Structured and unstructured questions. **(10 marks)**

c) State the motivations of researchers in their work. **(5 marks)**

d) Give the outline of Chapter III of a research proposal. **(6 marks)**

e) Describe the various types of study hypothesis. **(6 marks)**

SECTION B (Answer any **TWO** questions) **40 Marks**

QUESTION 2

a) Describe the various sources of literature for literature review. **(10 marks)**

b) Outline the benefits derived by researchers from literature review. **(10 marks)**

QUESTION 3

a) Outline the various considerations essential for effective communication during interviews.
(10 marks)

b) Give the advantages and disadvantages of interviews as a technique for data collection. **(10 marks)**

QUESTION 4

a) Describe the various potential sources of research problems to researchers. **(14 marks)**

b) Outline the characteristics of a well written research problem statement. **(6 marks)**

QUESTION 5

a) Write short notes on each of the various non-probability sampling techniques. **(16 marks)**

b) List the instruments most commonly used for data collection in research. **(4 marks)**