



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BAC 4304: RESEARCH METHODS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Discuss the various sources of knowledge. **(15 marks)**
- b) Describe the considerations necessary for the enhancement of success during data collection through interviews. **(15 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the following types of research;

- a) Experimental research. **(7 marks)**
- b) Historical research. **(7 marks)**
- c) Ethnographic research. **(6 marks)**

QUESTION 3

Discuss the relevance of observing ethics in research.

(20 marks)

QUESTION 4

Explain the importance of reviewing existing literature to researchers.

(20 marks)

QUESTION 5

a) Giving an appropriate example, describe the various types of hypotheses.

(12 marks)

b) Describe the qualities of a good research report.

(8 marks)