



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT

(DTM J09)

RESEARCH METHODS

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010.

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **TWO** sections **A** and **B**.
2. Answer **ALL** questions from Section **A** and any **TWO** questions from Section **B**.

SECTION A
(Answer **ALL** questions.)

- Q.1 (a) State **FOUR** characteristics of a good hypotheses. (4 marks)
- (b) Differentiate between the following:
- (i) Qualitative research and quantitative research. (4 marks)
- (ii) Primary data and Secondary data. (2 marks)
- Q.2 Explain the following terms as used in research process.
- (a) Research
- (b) Problem statement
- (c) Sampling
- (d) Statistics
- (e) Survey (10 marks)
- Q.3 (a) State **FIVE** ethical issues concerning the research process. (5 marks)
- (b) Give any **FIVE** methods of analyzing research data. (5 marks)

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

- Q.4 (a) Define literature review and explain its significance in research process. (12 marks)
- (b) Stating relevant examples, give **FOUR** main types of research. (8 marks)
- Q.5 (a) Describe **FIVE** data collection tools used in research process. (10 marks)
- (b) Outline the qualities of a good research proposal. (10 marks)
- Q.6 (a) By giving **ONE** example in each case, differentiate between structured and unstructured questions asked in research. (6 marks)
- (b) Describe the following levels of measurement:

(i) Nominal

(ii) Ordinal

(iii) Interval

(iv) Ratio.

(12 marks)

(c) Name any **FOUR** sources of secondary data for research.

(2 marks)

Q.7 (a) Describe **FIVE** research methods used in tourism research.

(10 marks)

(b) Explain **FIVE** purposes of research.

(10 marks)