



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT

BAC 2204: RESEARCH METHODS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 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) Outline the broad steps of the research process. **(6 marks)**
- b) State the various sources of knowledge. **(5 marks)**
- c) Explain the following terms:
 - i) Population
 - ii) Sampling
 - iii) Unit of observation
 - iv) Hypothesis
 - v) Qualitative research **(5 marks)**
- d) Giving an example for each, state the various types of study hypothesis. **(6 marks)**
- e) What are the benefits of pilot testing a data collection instruments. **(4 marks)**
- f) Give the various ways of administering questionnaires. **(4 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

Write short notes concerning each of the following types of research

- a) Basic research. **(4 marks)**
- b) Evaluation research **(6 marks)**
- c) Observational research **(6 marks)**
- d) Surveys **(4 marks)**

QUESTION 3

- a) Outline the various rules pertaining to interviews in order to ensure success. **(14 marks)**
- b) What is the relevance of ethics in research? **(6 marks)**

QUESTION 4

Discuss the various preparations that a researcher should undertake prior to the commencement of research. **(20 marks)**

QUESTION 5

- a) Describe the essential characteristics of research. **(10 marks)**
- b) What are the qualities of a well written research report. **(5 marks)**
- c) Outline the steps of stratified random sampling. **(5 marks)**