



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT
(DHIM J14)

BAC 2204: RESEARCH METHODS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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) Based on a criteria of purpose of the research, describe **THREE** types of research. **(6 marks)**
- b) Outline, the qualities of scientific method as applied in social research approaches. **(8 marks)**
- c) Briefly explain the purpose of conducting literature review. **(6 marks)**

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

QUESTION 2

Write brief notes on **FIVE** tenets of ethical behaviour widely accepted within the practice of scientific social research. **(20 marks)**

QUESTION 3

“The research process is fraught with challenges and pitfalls, inexperienced researchers are likely to suffer such problems”. Explain the common mistakes referred to in the above statement. **(20 marks)**

QUESTION 4

- a) Describe the key attributes of quality research design. **(8 marks)**
- b) Distinguish between independent and dependent variables. **(2 marks)**
- c) Explain the controls that a good social research design should build into the research process to improve as internal validity of the research. **(10 marks)**

QUESTION 5

Describe the **FOUR** levels of measurement used in collecting data highlighting their respective measures of central tendency and transformation amenable. **(20 marks)**