



**TECHNICAL UNIVERSITY OF MOMBASA**  
***School of Humanities & Social Studies***  
DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF TECHNOLOGY IN HOTEL & HOSPITALITY MANAGEMENT

**BAC 4304: RESEARCH METHODS**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: JUNE/JULY 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*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Explain the **THREE** designs traditionally used in scientific research. **(15 marks)**
- b) Explain the various essential characteristics of research. **(15 marks)**

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

**QUESTION 2**

Discuss the various sources of literature for literature review. **(20 marks)**

### **QUESTION 3**

- a) Explain the common research process problems and pitfalls observed especially among novice researchers. **(15 marks)**
- b) Outline the benefits of pilot testing data collection tools. **(5 marks)**

### **QUESTION 4**

Discuss the various ethical considerations researchers should take into account in their work. **(20 marks)**

### **QUESTION 5**

- a) Describe the various sources of research problem. **(10 marks)**
- b) Describe the various considerations that researcher should take into account so as to ensure effective communication during interviews. **(10 marks)**