



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

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

BAC 4304: RESEARCH METHODS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Describe the essential elements of scientific research. **(10 marks)**
- b) Discuss the qualities of a well written research report. **(20 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the necessary planning and logistical considerations that researchers should take into account as they embark in research. **(20 marks)**

QUESTION 3

- a) Describe the following sampling techniques and their uses. **(16 marks)**
- i) Snowballing
 - ii) Cluster sampling
 - iii) Purposive sampling
 - iv) Stratified random sampling.
- b) Giving an example for each, differentiate between alternative directional and alternative non-directional hypotheses statements. **(4 marks)**

QUESTION 4

Discuss the possible consequences of failure to or inadequate literature review by researchers.

(20 marks)

QUESTION 5

- a) Explain the motivations of research. **(10 marks)**
- b) Describe the advantages and disadvantages of interviews as a method of data collection. **(10 marks)**