



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATION FOR THE DEGREE OF:

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT

BAC 2204: RESEARCH METHODS

END OF SEMESTER EXAMINATION

SERIES: MAY 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction.

Do not write on the question paper.

SECTION A (Answer ALL the questions)

30 POINTS

- 1 a) Explain the following terms as used in research: (10 mks)
- i. Hypothesis
 - ii. Secondary data
 - iii. Variable
 - iv. Plagiarism
 - v. Validity
- b) Explain the main purposes of research [6 marks]
- c) Give any five neutral and biased verbs to be used and avoided respectively when writing research objectives (5 mks)
- d) Outline the characteristics of research (9 mks)

Section B (Attempt any TWO questions in this section)

2.
 - a) Why is it important to undertake literature review in research (12 mks)
 - b) Describe the qualities of a well written problem statement (8 mks)

3.
 - a) Describe the following sampling techniques and their uses (12 mks)
Snowballing
 - b) Outline the benefits of pre-testing a questionnaire prior to data collection (8 mks)

4.
 - a) Describe the various forms of research design (15 mks)

5. Describe the various considerations that ensure effective communication during Interviews (20 mks)

