THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL MANAGEMENT

(DHM J09)

RESEARCH METHODS

END OF SEMESTER EXAMS

SERIES: APRIL, 2010

TIME: 2   HOURS

INSTRUCTIONS TO CANDIDATES

1.   This paper consists of **FIVE** questions. You are to answer question

   ONE and any other **TWO** questions.

2.   Follow ALL other examination RULES.

Q.1 (a) Define Research. (2 marks)

(b) Explain any **THREE** purpose of Research. (6 marks)

(c) Describe the research process. (12 marks)

(d) Briefly explain the qualities of a good research question. (10 marks)

Q.2 (a) Define the following terms as used in research.

(i) Data

(ii) Variables

(iii) Sample

(iv) Subjects

(v) Hypothesis. (10 marks)

(b) Explain the classification of research according to purpose. (10 marks)

Q.3 Give a detailed outline of the introduction section of research proposal. (20 marks)

Q.4 (a) Differentiate between the following:-

(i) Target Population

(ii) Accessible population

(iii) Specified population (6 marks)

(b) Explain any **FOUR** types of probability sampling. (20 marks)

Q.5 (a) Explain any **FIVE** qualities of a good questionnaire. (10 marks)

(b) Outline the following:-

(i) **THREE** advantages of personal interviews.

(ii) **TWO** principles of interviewing. (10 marks)