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 the following terms as used in research.

    (i) Population

    (ii) Statistic

    (iii) Objective

    (iv) Statement of the problem

    (v) Census (10 marks)

(b) Briefly explain the qualities of a good research proposal. (10 marks)

(c) Explain any **FIVE** reasons why Literature review is essential as part of a research process. (10 marks)

Q.2 (a) Explain the key parts in the Methodology Section of a research proposal. (12 marks)

(b) Explain the **FOUR** characteristics of a good research question. (8 marks)

Q.3 (a) Explain the following sampling techniques clearly stating where they should appropriately be applied:-

    (i) Convenience Sampling

    (ii) Purposive Sampling

    (iii) Cluster Sampling

    (iv) Systematic Sampling (8 marks)

(b) (i) Differentiate between scheduled of focused interviews. (4 marks)

    (ii) Explain any **FOUR** disadvantages of interviews. (8 marks)

Q.4 (a) Outline any **FIVE** advantages of mailed questionnaire as a method of data collection. (10 marks)

(b) Explain any **FIVE** considerations when deciding a Sample Size. (10 marks)

Q.5 (a) Differentiate between the following:-

    (i) Inferential statistics and Descriptive statistics. (4 marks)
    (ii) Qualitative Data and Quantitative Data. (4 marks)

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