



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT  
UNIVERSITY EXAMINATION FOR THE DIPLOMA IN:  
**HOTEL AND INSTITUTIONAL MANAGEMENT/TOURISM  
MANAGEMENT**

BAC 2204: RESEARCH METHODS

END OF SEMESTER EXAMINATION

**SERIES: August 2019**

**TIME: 2HOURS**

**DATE: Pick Date August 2019**

## **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.**

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## **SECTION A (Answer all the questions)**

**30 POINTS**

### **QUESTION ONE**

- 1**
- a) Outline the characteristics of research ( 5 mks)
  - b) What is the importance of literature review in research [5 marks]
  - c) Outline the qualities of effective objective statements (5 mks)
  - d) Give any five qualities of a good research report (5 mks)
  - e) What are the various factors considered in the choice of research design (6 mks)
  - f) What are the benefits associated with the pretesting of questionnaires (4 mks)

**Section B (Attempt any TWO questions in this section)**

2. a) Briefly describe the different sources of research problems (12 mks)  
b) Describe the qualities of a well-constructed questionnaire (8 mks)
3. a) Discuss the various factors considered in the determination of sample size (12 mks)  
b) Outline the various logistical considerations in research (8 mks)
4. a) Discuss the different ways via which the society benefits from research (14 mks)  
b) State the different types of hypotheses used in research (6 mks)
5. a) Describe the various methods of non-probability sampling (14 mks)  
b) Outline the various considerations to be observed while conducting an interview in order to ensure effectiveness (6 mks)

