



TECHNICAL UNIVERSITY OF MOMBASA

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 Aug 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.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) Explain the following terms as used in research: (10 mks)
- Accessible population
 - Secondary data
 - Variable
 - Plagiarism
 - Sampling
- b) Explain the main purposes of research [6 marks]
- c) Describe the various sources of knowledge (10 mks)

- e) State the instruments commonly used for data collection in research (4 mks)

Section B (Attempt any TWO questions in this section)

2. a) Explain the various challenges associated with interviews as a technique for data collection (12 mks)
- b) Outline the demerits of telephone interviews (8 mks)
3. a) Discuss the various sources of literature for literature review (15 mks)
- b) Outline the qualities of a good research problem statement (5 mks)
4. a) Describe the following types of research (15 mks)
- Experimental research
 - Ethnographic research
 - Historical research
- b) Outline the common challenges commonly encountered by novice researchers (5 mks)
5. a) Describe the process of formulating a research problem (10 mks)
- b) Outline the qualities of a good research problem statement (5 mks)
- c) Give the items to be included when referencing a book (5 mks)