



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE IN:

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (**BSTM S17**) AND
BACHELOR OF HOTEL AND HOSPITALITY MANAGEMENT (**BTHM S17**)

BAC 4304/HHT 4305: RESEARCH METHODS

END OF SEMESTER EXAMINATION

SERIES: MARCH 2022

TIME:2HOURS

DATE: Pick Date Dec 2021

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 question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) “A research scholar has to work as a judge and derive the truth and not as a pleader who is only eager to prove his case in favour of his plaintiff.” Discuss the statement pointing out the objectives of research. (8 mks)
- b) Describe the benefits of undertaking literature review in research (6 mks)
- c) Explain the different ways in which computers could be useful to researchers (10 mks)
- d) Describe the essential components of a research plan (6 mks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Discuss the significance of research to the general well-being of society (20 mks)

QUESTION THREE

- a) Describe the essential components of a research problem (5 mks)
- b) Describe the process of formulating a research problem in research (10 mks)
- c) Describe the various features of a good research problem statement (5 mks)

QUESTION FOUR

- a) Briefly explain the meaning of the following in context of research design. (10 mks)
 - i. Extraneous variables;
 - ii. Confounded relationship;
 - iii. Research hypothesis;
 - iv. Experimental and Control groups;
 - v. Treatments.
- b) Describe the characteristics of a good sample design (5 mks)
- c) Explain and illustrate the procedure of selecting a random sample (5 mks)

QUESTION FIVE

- a) Examine the merits and limitations of the observation method in collecting material. Illustrate your answer with suitable examples. (6 mks)
- b) Discuss the various logistical considerations in research (14 mks)