



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL & INSTITUTIONAL MANAGEMENT

(DHIM M13)

BAC 2204: RESEARCH METHODS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- ***This paper consists of Two printed pages.***

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) What is research and what are the associated benefits. **(12 marks)**
- b) Describe the following types of research:
i) Basic research
ii) Action research
iii) Survey research **(9 marks)**
- c) Describe the points to consider to enhance success during interviews. **(9 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

- a) Outline the contents of the following parts of a research proposal:
i) Chapter I
ii) Chapter III **(12 marks)**
- b) Give the advantages and disadvantages of unstructured questionnaires. **(8 marks)**

QUESTION 3

- a) Discuss the various pros and cons of interviews as a method of data collection. **(11 marks)**
- b) Describe the various types of study hypotheses. **(9 marks)**

QUESTION 4

- a) Describe the various types of observational and evaluation research. **(12 marks)**
- b) Outline the rules considered when constructing a questionnaire. **(8 marks)**

QUESTION 5

Discuss the ethical considerations that researchers should have in mind when undertaking research work. **(20 marks)**