



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business Department

DEPARTMENT OF BUSINESS STUDIES

AAB 2204: RESEARCH METHODS

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: JULY 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**.
- Answer any **TWO** questions in Section **B**.

– ***This paper consists of Three printed pages.***

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) Explain the following concepts as applied in management: **(10 marks)**
- i) Hypothesis
 - ii) Variable
 - iii) Sample
 - iv) Population
 - v) Population
 - vi) Research limitations
- b) Identify the purposes of conducting a literature review. **(10 marks)**
- c) Identify and outline **FIVE** sources of literature that can be reviewed for tourism and hospitality management research. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

- a) What criteria would you use in reviewing the suitability of a candidate research problem? **(8 marks)**
- b) You have been hired as the Chief Executive Officer for a Tourist Hotel Chain; explain how you will leverage on research to benefit the operations of the hotel chain. **(8 marks)**
- c) Distinguish between a parameter and a statistic. **(4 marks)**

QUESTION 3

- a) Outline the characteristic of a well constructed questionnaire. **(10 marks)**
- b) Identify and explain the basic steps you will undertake in reviewing literature. **(10 marks)**

QUESTION 4

- a) State **FOUR** sampling strategies that you would employ when conducting a market survey. **(4 marks)**
- b) Distinguish between probability sampling and non-probability sampling. **(4 marks)**
- c) Identify and explain **SIX** statistics that a researcher could obtain in the process of analyzing tourism data. **(12 marks)**

QUESTION 5

Write brief notes on the different types of research design as distinguished by the following criteria:

- a) Type of data **(4 marks)**
- b) Purpose of research **(6 marks)**
- c) Method of data analysis **(6 marks)**
- d) Method of data collection. **(4 marks)**