



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL & INSTITUTIONAL MANAGEMENT

DIPLOMA IN TOURISM MANAGEMENT

(DHIM M12, DTM M12)

## **BAC 2204: RESEARCH METHODS**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2013

**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) Describe the meaning of research and the reasons why people engage in research. **(10 marks)**
- b) What are the various possible sources of research problems to researchers? **(8 marks)**
- c) Describe the various types of research with regard to purpose. **(12 marks)**

## SECTION B (Answer any TWO questions) 40 Marks

### QUESTION 2

Discuss the ethical considerations that researchers should abide by as they go about their work.

**(20 marks)**

### QUESTION 3

- a) Give an outline of the contents of the following chapters of a research proposal:
  - i) Chapter I
  - ii) Chapter III**(10 marks)**
- b) What is the relevance of the following in research:
  - i) Literature review **(6 marks)**
  - ii) Sampling **(4 marks)**

### QUESTION 4

- a) What considerations should an interviewer have in mind to ensure the success of interviews? **(10 marks)**
- b) What are the advantages of interviewing over the collection of data through self-administered questionnaires? **(10 marks)**

### QUESTION 5

- a) Why is research considered as an important source of knowledge? **(4 marks)**
- b) Describe the various methods of non probability sampling; citing an appropriate situation where a researcher may use each of the different techniques. **(16 marks)**