



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL & INSTITUTIONAL MANAGEMENT

DIPLOMA IN TOURISM MANAGEMENT

(DHIM M12)

BAC 2204: RESEARCH METHODS

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 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) Define the term research. (2marks)
- b) What are the sources of knowledge (5 marks)
- c) What is the importance of ethics in research. (5 marks)
- d) Describe the various sources of research problem. (10marks)
- e) Give any five examples of biased words that should be avoided when stating research objectives. (5marks)
- f) What are the characteristics of a good research hypothesis. (3marks)

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

- a) Describe the various types of observational research. (12marks)
- b) Describe the steps in carrying out literature review. (8marks)

QUESTION 3

Discuss the logistical considerations that researchers have to take into consideration when preparing to carryout research. (20marks)

QUESTION 4

- a) What are unstructured questionnaires and what are their advantages and disadvantages? (10marks)
- b) Describe the strategies that researchers should employ in order to ensure effective communication during interviews. (10 marks)

QUESTION 5

- a) Differentiate between probability and non-probability sampling. (2 marks)
- b) Describe the various types of probability sampling. (12 marks)
- c) With examples, show the different methods of referencing within the text. (6marks)