



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL MANAGEMENT

(DHM J09)

RESEARCH METHODS

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **FIVE** questions. You are to answer question **ONE** and any other **TWO** questions.
2. Follow ALL other examination RULES.

- Q.1 (a) Define the following terms as used in research.
- (i) Population
 - (ii) Statistic
 - (iii) Objective
 - (iv) Statement of the problem
 - (v) Census (10 marks)
- (b) Briefly explain the qualities of a good research proposal. (10 marks)
- (c) Explain any **FIVE** reasons why Literature review is essential as part of a research process. (10 marks)
- Q.2 (a) Explain the key parts in the Methodology Section of a research proposal. (12 marks)
- (b) Explain the **FOUR** characteristics of a good research question. (8 marks)
- Q.3 (a) Explain the following sampling techniques clearly stating where they should appropriately be applied:-
- (i) Convenience Sampling
 - (ii) Purposive Sampling
 - (iii) Cluster Sampling
 - (iv) Systematic Sampling (8 marks)
- (b) (i) Differentiate between scheduled and focused interviews. (4 marks)
- (ii) Explain any **FOUR** disadvantages of interviews. (8 marks)
- Q.4 (a) Outline any **FIVE** advantages of mailed questionnaire as a method of data collection. (10 marks)
- (b) Explain any **FIVE** considerations when deciding a Sample Size. (10 marks)
- Q.5 (a) Differentiate between the following:-
- (i) Inferential statistics and Descriptive statistics. (4 marks)
 - (ii) Qualitative Data and Quantitative Data. (4 marks)
- (b) Describe the research process. (12 marks)