



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

RESEARCH METHODS

DATE: 28/11/2019

TIME: 2.00-4.00 PM

INSTRUCTIONS

1. This paper consists of two (2) sections.
2. Section A is compulsory and has thirty (30) marks.
3. Section B has four (4) questions. Attempt any two (2) questions from this section.

SECTION A- ATTEMPT ALL QUESTIONS (30 MARKS)

QUESTION ONE (30 MARKS)

- a) Define the following terms:
- i. Research.
 - ii. Patent.
 - iii. Trademark.
 - iv. Service mark.
 - v. Probability samples. (2 marks each)
- b) Differentiate between basic and development research. (10 marks)
- c) Outline on the five factors to consider in research design. (5 marks)
- d) Expound on any five features of a good research design. (5 marks)

SECTION B-ATTEMPT ANY TWO (40 MARKS)

QUESTION TWO (20 MARKS)

- a) What are the procedures that the management should adopt in problem solving research? (10 marks)
- b) Explain on the ten reasons why we carry out research. (10 marks)

QUESTION THREE (20 MARKS)

- a) Elaborate on any five roles of literature review in research. (10 marks)
- b) Discuss on the purposes of research design. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Using a sketch diagram, illustrate the research process. (10 marks)
- b) When is justifiable to use stratified random sampling in collecting data for research. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Define qualitative research. (2 marks)
- b) Discuss the basic approaches to quantitative/deductive research. (8 marks)
- c) Expound on the key characteristics sampling by snow balling in non-probability sampling. (10 marks)