



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

SUPPLEMENTARY EXAMINATION FOR DIPLOMA IN HOSPITALITY AND TOURISM
MANAGEMENT

INTRODUCTION TO RESEARCH METHODS

DATE: 19/10/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

- ✓ ATTEMPT ALL QUESTIONS IN SECTION A & TWO IN SECTION B.
- ✓ MAXIMUM MARKS FOR EACH PART OF THE QUESTION ARE INDICATED
- ✓ CANDIDATES ARE ADVISED TO USE BOTH SIDES OF THE ANSWER SHEET.
- ✓ ANY FORM OF CHEATING WILL LEAD TO DISQUALIFICATION.

SECTION A- ATTEMPT ALL QUESTIONS (30 MARKS)

1. (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)
2. (a) Outline on the five factors to consider in research design. (5 marks)
- (b) Expound on any five features of a good research design. (5 marks)

SECTION B-ATTEMPT ANY TWO (40 MARKS)

3. (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)
4. (a) Elaborate on any five roles of literature review in research. (10 marks)
- (b) Discuss on the purposes of research design. (10 marks)
5. (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)
6. (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)