



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

SECOND YEAR FIRST SEMESTER EXAMINATION FOR DIPLOMA IN

HOSPITALITY AND TOURISM MANAGEMENT

INTRODUCTION TO RESEARCH METHODS

DATE: 2/6/2017

TIME:8.30-10.30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

SECTION A- ATTEMPT ALL QUESTIONS (30 MARKS)

1. a) Define the following terms:
 - i. Research. (2 marks each)
 - ii. Patent. (10 marks)
 - iii. Trademark.
 - iv. Service mark.
 - v. Probability samples.
- 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)
- marks)