



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SPECIAL/SUPPLEMENTARY FOR

DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

DTM 045: RESEARCH METHODS

DATE: 25/7/2019

TIME: 11.00-1.00 PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

1. a) Define the following terms as used in research methods. (12 marks)
 - i. Population
 - ii. Sample
 - iii. Sampling
 - iv. Research
 - v. Variable
 - vi. Data
- b) Highlight six purposes of research. (6 marks)
- c) State five characteristics of a good problem statement. (5 marks)
- d) Name two types of hypothesis. (2 marks)
- e) Highlights five characteristics of a good research objectives. (5 marks)
2. a) Explain five factors that determine the scope of a research study. (10 marks)
- b) Define the term research design (2 marks)
- c) Discuss four major types of RESEARCH DESIGNS (8 marks)
3. a) Explain seven reasons of literature review in research study (14 marks)
- b) Describe two sources of research literature giving two examples in each. (6 marks)

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| 4 | a) | Explain five factors that influence the sample size | (10 marks) |
| | b) | Name the two major types of selecting samples. | (2 marks) |
| | c) | Explain four advantages of stratified random sampling | (8 marks) |
| 5. | a) | State six rules to follow when constructing questionnaires and questionnaire items. | (6 marks) |
| | b) | Name four types of interviews approaches | (4 marks) |
| | c) | Explain five disadvantages of personal interviews. | (10 marks) |