



MACHAKOS UNIVERSITY

University Examinations 2020/2021 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

HTM 305-3: RESEARCH METHODS

DATE: 30/3/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer questions ONE and any other TWO questions

SECTION A(COMPULSORY)

QUESTION ONE (30 MARKS)

- a) Define the following terms as applied in research methods. 2 marks each
 - i) Conceptual framework
 - ii) Null hypothesis
 - iii) Abstract
 - iv) Qualitative Research
 - v) Independent variable
- b) Explain two reasons for sampling in research (5 marks)
- c) Describe the essential elements required in a Method Section in research (10 marks)
- d) Explain the difference between sample and population in research (5 marks)

SECTION B- ANSWER ANY TWO QUESTIONS

QUESTION TWO (20 MARKS)

- a) Discuss 5 steps in developing a research proposal (10 marks)
- b) Describe the qualities of an effective background to a study (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain what you understand by “statement of the problem” in research (10 marks)
- b) Explain the importance of objectives in a research study (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain five qualities of a researchable topic for a research project. (10 marks)
- b) Describe the basic rules when constructing questionnaires in research. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss any 5 methods of collecting data in research (10 marks)
- b) Write a checklist of the major components of a research report (10 marks)