



# MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR DIPLOMA IN  
HOSPITALITY AND TOURISM MANAGEMENT

DTM: RESEARCH METHODS

DATE: 20/12/2017

TIME: 2:00 – 4:00 PM

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## INSTRUCTIONS

- This paper consists of Two Sections A and B
- Section A is Compulsory and carries 30 marks
- Section B has four questions of 20 marks each. Attempt any Two.

### SECTION A: (COMPULSORY) (30 MARKS)

- 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)
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)