



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2015/2016 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

EXAMINATION FOR DIPLOMA IN FOOD AND BEVERAGE MANAGEMENT

DHTM 045: RESEARCH

DATE: 8/8/2016

TIME: 11:00 – 1:00 PM

INSTRUCTIONS.

Section A is compulsory and any other 2 questions in section B

Section A (compulsory)

- | | | | |
|---|----|---|-----------|
| 1 | a) | Define the term research. | (2 marks) |
| | b) | State 4 roles of research. | (4 marks) |
| | c) | List 5 sources of research problems | (5 marks) |
| | d) | Describe the research process. | (8 marks) |
| | e) | State the characteristics of a good sample design | (5 marks) |
| | f) | Outline the steps to take in literature review. | (6 marks) |

SECTION B: ANSWER ANY OTHER TWO QUESTIONS

- | | | | |
|----|----|---|------------|
| 2. | a) | Explain the 3 main categories of research classification. | (9 marks) |
| | b) | Define the term research problem | (2 marks) |
| | c) | Describe the process of problem identification. | (9 marks) |
| 3. | a) | Compare descriptive and experimental research. | (12 marks) |

- b) Distinguish between i. Reliability and Variability (4 marks)
ii. Qualitative and Quantitative analysis (4 marks)
4. a) Describe briefly the following sampling methods i. Simple random (5 marks)
ii, probabilistic (5 marks)
- b) Systematically explain the process of carrying out literature review. (10 marks)
5. a) State the components of research project. (12 marks)
- b) Write a research topic of your choice and show the independent and dependent variables. (8 marks)