

MACHAKOS UNIVERSITY

**SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT.**

SUPPLEMENTARY EXAM 2019.

UNIT NAME :RESEARCH METHODS. CODE:DTM 045

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) Highlight five characteristics of good research objectives. (5 marks)

2a) 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)

3a) 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)

4a) 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)

5a) 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)

