



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

DTM 045: RESEARCH METHODS.

DATE:

TIME:

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}

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)