



# **MURANG'A UNIVERSITY OF TECHNOLOGY**

## **SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT**

DEPARTMENT OF HOSPITALITY, TRAVEL & TOURISM MANAGEMENT

UNIVERSITY ORDINARY EXAMINATION

2021/2022 ACADEMIC YEAR

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR DIPLOMA IN  
HOSPITALITY MANAGEMENT**

DHM080-RESEARCH METHODS

DURATION: 2 HOURS

**Instructions to candidates:**

1. Answer question One and Any Other Two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

**SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**

**QUESTION ONE (30 MARKS)**

- a) Explain the following terms as used in research methods:
- i. Population (2marks)
  - ii. Data (2marks)
  - iii. Sample (2marks)
  - iv. Literature review (2marks)
  - v. Parameter (2marks)
- b) Outline any five conditions that must be met by a research problem. (5marks)
- c) Briefly explain five main sources of research problem. (5marks)
- d) Research objectives are those specific issues within the scope of the stated purpose that the researcher wants to focus upon and examine in the study. Highlight five main characteristics of a good research objective. (5marks)
- e) Name any five types of research designs. (5marks)

**SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION**

**QUESTION TWO (20 MARKS)**

- a) Explain what you understand by ethics in research. (2marks)
- b) Describe the following ethical considerations used in research methods;
- i. Informed consent (2marks)
  - ii. Confidentiality (2marks)
  - iii. Anonymity (2marks)
  - iv. Benefits (2marks)
- c) There are two major ways of selecting samples in research process, probability and non-probability sampling methods. Summarise any five probability sampling techniques citing one advantage and one disadvantage of each technique. (10marks)

**QUESTION THREE (20 MARKS)**

- a) Questionnaires are research instruments used widely in research methods. Describe four types of questionnaires used in research. (8marks)
- b) Highlight twelve rules to observe when constructing questionnaires and questionnaires items. (12marks)

**QUESTION FOUR (20 MARKS)**

- a) Distinguish between a research proposal and a research project. (2marks)
- b) Explain any five characteristics of a good research proposal. (5marks)
- c) Discuss the contents of a research proposal including prefatory items. (13marks)