



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF HOSPITALITY AND TOURISM

**DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURISM
MANAGEMENT**

UNIVERSITY ORDINARY EXAMINATION

2020/2021 ACADEMIC YEAR

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

DHM 080– 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) Define the following terms
 - (i) Research methods (2marks)
 - (ii) Research design (2marks)
 - (iii) Census enquiry (2marks)
 - (iv) Literature review (2marks)
 - (v) Research problem. (2marks)
- b) Outline four qualities of a good research (4marks)
- c) State five characteristics of a good sample design. (5marks)
- d) Selecting a research problem is a process. State five factors that should be considered while selecting a research problem. (5marks)
- e) Discuss three major parts of a report layout. (6marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Research design can be split into four major parts. Explain the four major parts of a research design. (8marks)
- b) Differentiate between formal and informal research designs.
- c) (2marks)
- d) A research design is crucial in conducting research. Discuss five roles of research design. (10marks)

QUESTION THREE (20 MARKS)

- a) Describe five types of a sample design. (10marks)
- b) Research is a systematic process. Outline the research process from the first to the last step. (10marks)

QUESTION FOUR (20 MARKS)

- a) Discuss five purposes of a literature review. (10marks)
- b) Describe any five ways of conducting a literature review. (10marks)

