



# MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

SCHOOL OF BUSINESS, ECONOMICS AND HOSPITALITY AND TOURISM

MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

HTM 305-3: RESEARCH METHODS

**DATE:**

**TIME:**

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**INSTRUCTIONS:** Answer Question **One** (Compulsory) and any other **Two** questions

## QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define The Following Terms (2 marks each)
- Conceptual frameworks
  - Data
  - Independent variable
  - Descriptive research design
- b) What is the purpose of objectives in research study (2 marks)
- c) Describe any 5 types of instruments of data collection (10 marks)
- d) Explain the importance of literature review in a research study (10 marks)

## QUESTION TWO (20 MARKS)

- a) Describe five qualities of a research objective (5 marks)
- b) Describe five characteristics of good research problem (15 marks)

**QUESTION THREE (20 MARKS)**

- a) Write the essential elements required in a Method Section for an intervention research study. (10 marks)
- b) Discuss the process of data analysis in qualitative research. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Differentiate Between Research Methods and Methodology (15 marks)
- b) Explain FIVE reasons why research is important (5 marks)

**QUESTION FIVE (20 MARKS)**

- a) Describe the 5 types of research methodologies (15 marks)
- b) Explain the term population in research (5 marks)