



MASEÑO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

THIRD YEAR FIRST SEMESTER EXAMINATIONS FOR THE DIPLOMA IN HOSPITALITY MANAGEMENT (CITY CAMPUS)

SEH 0165: RESEARCH METHODS

Date: 23rd July, 2013

Time: 2.00 – 4.00 p.m.

**DIPLOMA IN HOSPITALITY MANAGEMENT
THIRD YEAR 1ST SEMESTER
SEH 0165: RESEARCH METHODS
INSTRUCTIONS:**

1. This paper has TWO sections, A & B.
2. Answer ALL questions from Section A and B.
3. Questions from section A should be answered in the spaces provided on the question paper.
4. Questions from Section B should be answered in the answer booklet provided.

Section A (30 Marks)

Answer all questions

1. Give the meaning of the following terms; (5 Marks)
 - a) Population
 - b) Research design
 - c) Hypothesis
 - d) Variable
 - e) Sampling
2. Outline any four (4) importance of developing a working hypothesis in any research (4 Marks)

3. Identify any five (5) factors to be considered in the preparation of a research design appropriate for a particular research problem (5 Marks)

4. Enumerate any four (4) objectives of research (4 Marks)

5. Differentiate between the following:
a) Ordinal and nominal variables

b) Substantive and null hypothesis

c) Validity and reliability

(6 Marks)

6. Outline the features of a good research design

(6 Marks)

Section B (40 Marks)

Answer all questions

6. a) Enumerate the three (3) main contents of a research design

(3 Marks)

b) Briefly describe the different steps involved in a research process.

(17 Marks)

7. a) Distinguish between probability and non-probability sampling

(2 Marks)

b) Briefly discuss any four (4) probabilistic sampling techniques

(8 Marks)

9. Discuss any five (5) methods of data collection that a researcher can use

(10 Marks)