



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

THIRD YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DEGREE OF BACHELOR OF SCIENCE IN
ECOTOURISM, HOTEL & INSTITUTION MANAGEMENT
WITH INFORMATION TECHNOLOGY
(CITY CAMPUS - EVENING)

SEH 308: RESEARCH METHODS

Date: 22nd July, 2013

Time: 5.30 – 7.30 p.m.

SEH 308: RESEARCH METHODS (SEM I) CITY CAMPUS

PART 1 ANSWER FOUR QUESTIONS. EACH QUESTION IS 10 MARKS

1. What are the five significant objectives of a research proposal?
2. Describe various types of research methods.
3. i) What is a variable? (5 marks)
ii) What does standard deviation measure and give model formula for the relationship between mean and standard deviation in the group of data. (5 marks)
4. Describe the guidelines for writing a good literature review?
5. i) What is a sample? (4 marks)
ii) Describe how to obtain (a) a simple random sample, (b) a systematic random sample and (c) cluster sample (2 marks each)

PART II ANSWER THE TWO QUESTIONS. EACH QUESTION IS 15 MARKS

6. i) What is the procedure of data collection in the methods of research, (7 marks)
ii) Describe the various types of data collection techniques (8 marks)
7. i) Explain the process of composing in writing of a report, (8 marks)
ii) How is disproportion controlled (7 marks)